

MARCH, 1954

Southern BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



Sample Boards Help Sell House Finishing Materials . . . page 38



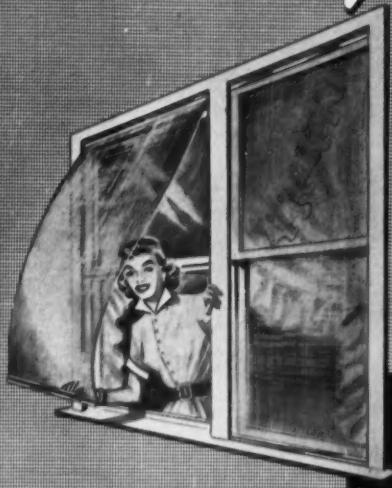
★
LIFT TRUCKS MOVE
MATERIALS CHEAPER

... page 41

Highlights of
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Convention

Pages 45-52

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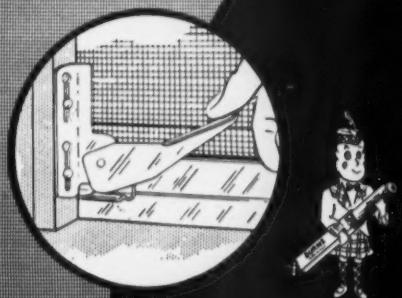
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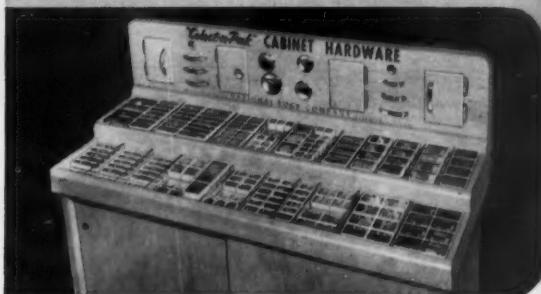
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March, 1954
Vol. 9 No. 3

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

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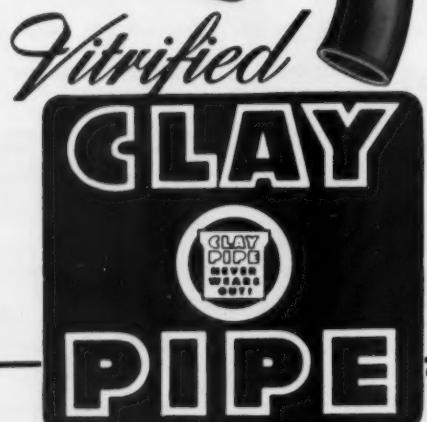
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Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Byron P. Howlett, Monticello, Ark.

Building Material Merchants of Georgia — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: W. O. McNair, Macon, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 6-5541. President: T. A. Roe, Greenville, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: B. Frank Edwards, Tampa, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: W. O. Leffingwell, Manhattan.

Kentucky Retail Lumber Dealers Association — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: H. L. Shannon, Henderson.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Harry V. Balcom, Bossier City, La.

Lumbermen's Association of Texas — Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: John Armstrong, San Angelo, Tex.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: W. R. Lamar, Washington, D. C.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 115, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: T. A. Rigdon, Forest, Miss.

National Building Material Distributors Association — 111 W. Washington Street, Chicago 2, Ill. General Manager: S. M. Van Kirk. Tel. Franklin 2-3149. President: H. M. Dooley, Saginaw, Mich.

National Lumber Manufacturers Association — 1319 Eighteenth Street, N. W., Washington 6, D. C. Exec. Vice-President: Leo Bodine. Tel. Decatur 2-1050. President: James R. Bemis, Prescott, Ark.

National Plywood Distributors Association — 20 N. Wacker Drive, Chicago 6, Ill. Managing Director: Charles E. Devlin. Tel. Financial 6-2871. President: Robert C. Whitmeyer, Gloucester City, N. J.

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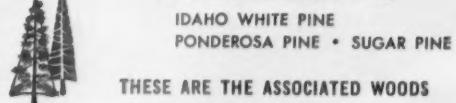
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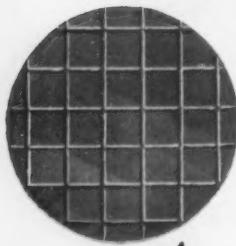
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Producers Council — 1001 Fifteenth Street N. W., Washington 5, D. C. Managing Director: John L. Haynes. Tel. Executive 3-1213. President: Elliott C. Spratt, St. Joseph, Mo.

Southern Builders Supply Association — 814 Howard Avenue, New Orleans, La. Secretary: Herbert Jahncke. President: Fred J. Grace Jr., Baton Rouge, La.

Southern Sash and Door Jobbers Association — 920 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

Southern Wholesale Lumber Association — McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: H. L. DeMuth, Jacksonville, Fla.

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Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Forrest G. Brice, Ashland, Va.

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Be sure and read these
features in the April issue of
SOUTHERN BUILDING SUPPLIES

★ "Sell 'em WALLPAPER for modern home interiors" . . . another in series of suggestive product features.

★ "Three Ways to Profit More from Home Repairs" . . . what dealers in Texas, Mississippi, and Georgia do to sell improvement jobs.

★ "Cultivating Small Customer through a Tool Rental Department" . . . Oklahoma dealer reports his profitable experience.

ALSO REPORTS on the convention of the West Virginia, Carolina, Louisiana, and Tennessee dealers.

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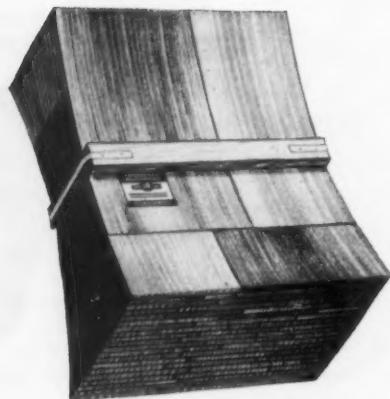


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3. Color Schemes for White Houses. Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOATT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New color chart shows three patterns and 10 colors of AFCO Prefinished Wallpanels. Another booklet pictures various metal trims and moldings. A new "How to Install" booklet, as well as a consumer product folder is also available. The A&F Tileboard Co., Inc., Box 4085, Alexandria, La.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

23. Heatilator Fireplaces. Illustrated booklet gives complete information on famous Heatilator unit. Describes the many advantages of the steel fireplace form including smokeless operation, heat circulating feature. Builders are assured of perfect operation—never plagued with com-

plaints. In many areas Heatilator Fireplace is the only source of heat needed in the home. Heatilator, Inc., Syracuse, N. Y.

29. Awning Windows. Illustrated Catalog No. 102 gives size schedule, specifications and construction details on Gate City Wood Awning Windows. Complete dealer information is available on request. Write the Gate City Sash & Door Co., P. O. Box 901, Fort Lauderdale, Fla.

33. All Weather Sheathing. Free booklets describing a new All Weather Sheathing waterproofed and sun-fast and complete application directions for use as a base for wood siding, masonry veneer, stucco, wood shakes or asbestos shingles. Standard 4' widths and king size 8' widths. Booklets suggest various uses for this new sheathing around the home, industrial plants and for farm service buildings. Ask for a free sample. The Upson Co., PR Dept., Lockport, N. Y.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

55. Wallboards. Samples and descriptive literature available on Plastergon Duo-Tone and Perfect-O-Cell fibre wall boards, along with Lockaire decorative and sheathing insulation boards. The Plastergon Wall

Board Co., Philadelphia Ave., Buffalo 7, N. Y.

57. Window and Attic Fans. Two bulletins have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20", 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

63. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

65. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Co., 325 Delaware Ave., Buffalo 2, N. Y.

85. Farm Book. New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor

(Continued on page 11)

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Ga.

March, 1954

Circle numbers below. Bulletins and catalogs will be mailed promptly.

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29	33	37	47	55
57	63	65	85	87
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141	143	161	163	165
177	183	193	195	199
201	203	229	231	233
239	259	263	265	267
275				



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Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13905 Miles Avenue, Cleveland, Ohio.

91. Rustproof Screening. Dealer helps for Lumite saran screen cloth include newspaper ad mat service, acetate transparencies for windows, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Mills, Inc., 47 Worth Street, New York 13, N. Y.

95. Paint Thinner. Tandrotine — a pleasant-smelling, non-toxic paint thinner—is described in new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

107. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

117. Southern Pine Lumber and Oak Flooring. Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

139. Superlite Prefinished Wallpanels are now individually sampled in a pocket-size color-range folder. The sample container is 4" square, and holds an actual 4"x4" sample of Super-lite Wallpanel. In addition, the folder carries color chips, of the twelve available colors. Sheet sizes and other pertinent information are shown on the back. Superior Wall Products Co., 4401 N. American Street, Philadelphia 40, Pa.

141. Steel Casement Windows. Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows and Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

143. "How-ell-dor" Sectional Doors. Attractive new 8-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional uplift residential and commercial garage doors. Technical data also supplied for "How-ell-dor" accessories and electric operators. The Howell Mfg. Co., 7206 Hasbrook Ave., Philadelphia 11, Pa.

161. Ready-Trimmed Window Units. Outside-inside trimmed Fenestra residence steel casement units are covered in 4-page folder, RE-23. Includes table of casement types and sizes, installation details and information on hardware, inside screens and inside storm sash. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

163. Perimeter Heating. Informative folder describes correct method of laying clay pipe for warm air heating ducts. Gives sizes and specifications

of pipe required as well as plan for model system. To obtain, write: W. S. Dickey Clay Mfg. Co., 922 Walnut Street, Kansas City 6, Missouri.

165. Window Sash Balance. Catalog pages describe spiral balance in detail and list correct balance for various size and weight windows. Caldwell Manufacturing Co.; Dept. CLP, world's only manufacturer of both tape and spiral balances, 63 Commercial St., Rochester 14, N. Y.

177. Resolite translucent structural panels. In a 12-page multicolor catalog. Resolite panels of Fiberglass-reinforced resin plastic are completely described, including technical data on structural strength and light transmission for the eight standard colors. A table gives standard sizes, corrugations, and weights. Methods of application for structural and decorative uses are shown. Resolite Corporation, Zelienople, Pennsylvania.

183. Hollow-Core Doors. New architect's file folder shows detailed construction, available sizes and other interesting specification data for General Gibraltar and Kentucky Colonel hollow-core flush doors. General Plywood Corporation, Louisville 12, Kentucky.

193. California Redwood—at its best and under California Redwood Association grading and drying supervision. For descriptive or technical literature write to: Union Lumber Company, 228 North LaSalle St., Chicago 1, Illinois.

195. Baked Finish Wallboard Panels. Five new color folders showing use of Wallace Wallboard Products. Two folders show Wal-lite, two folders cover Satin-lite line and one folder describes Grani-lite. Each describes uses in kitchens, bathrooms, utility, recreation, etc. Also excellent for commercial installations. Complete information on request. Wallace Manufacturing Co., 10th and Fayette, North Kansas City, Mo.

199. Building Papers. New Leatherback Handi-Roll. Four types of papers in carry-out size rolls. 36" wide—100 sq. ft.—Attractively Displayed — Also handy swatch book shows complete line of Leatherback Building Papers. Protective Papers, Inc., Union, Ill.

201. Laminated Panels. Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plank-weld, prefinished hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., 55 West 44th St., N. Y. 36, N. Y.

203. Fiber Glass Insulation. A new booklet, "Fiberglas Insulations for Light Construction," includes design and application data on Fiberglas roll blankets, batt blankets, pouring wool, perimeter insulation, and utility batts. It also gives information on condensation, ventilation, and other insulation design considerations. Owens-Corning Fiberglas Corp., Toledo 1, Ohio.

229. Awning Windows, Storage Cabinets. Two new booklets in full color and illustrated throughout describe

these outstanding Bilt-Well Products. Sketches and photos show Awning Windows flexibility and characteristic features for beauty and ease of operation. Bilt-Well Cabinets are attractively presented for use throughout the home. Carr, Adams & Collier Co., Dubuque, Iowa.

231. Asphalt Shingles. Booklets and folders covering all types of asphalt shingles. State type of Celotex Triple-Sealed Asphalt Shingles you have in stock and specimen folders for distribution to your customers will be mailed. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

233. Western Pine Home Interiors. 24-page booklet with eight full-color pages shows interiors of all rooms finished in knotty and clear paneling of Western Pine. Western Pine Association, Yeon Building, Portland 4, Oregon.

239. Aluminum Tension Screens. A descriptive catalog sheet and an envelope-size folder tell how new Burns screens offer the advantages of both aluminum and tension-type design. Sketches show how easily the screens are installed, stored, and how they maintain tension through the years. Burns Manufacturing Co., Louisville, Ga.

259. Attic Stairway. New catalog sheet gives complete data on Century Safety Fold attic stairway. It shows the stairway both down and folded into the attic opening. Selling features are listed. Century Manufacturing Co., 410-20 North Waldron, Memphis, Tenn.

263. Latex Wall Finish. Colorful booklet on custom color service from a basic white stock at point of sale. Color service involves no extra cost to dealer or consumer. Patterned after Seidlitz' patented Multitint process for marketing a full color range in eleven oil base products with no color investment. Seidlitz Paint & Varnish Co., P. O. Box 37, Kansas City 10, Mo.

265. North Idaho Spruce. Illustrated literature, specifications and finishing instructions for North Idaho Engelmann Spruce, the scientifically kiln-dried improved spruce that makes an ideal wood for interiors, furniture, cabinets and exteriors. Pack River Sales Co., P. O. Box 64, Spokane, Wash.

267. Brass Hardware. Loose-leaf catalog pictures, describes, and prices the ideal line of brass hardware. It covers butts and hinges, one-bore latches, barn door latches, cabinet latches, sash adjusters, sash holders, picket gate hardware, and related items. Ideal Brass Works, Inc., 250 East Fifth Street, St. Paul 1, Minn.

275. Preservative for Wood. Colorful booklet is actually manufacturers' section of Sweet's Catalog — Light Construction File. Directions for applying by brush, spray, or dipping lumber is covered thoroughly, and recommendations for the use of a preservative on "Danger Spots" will be helpful to dealers, builders and architects. The Coppo Company, Inc., 2342 So. Lauderdale, Memphis, Tenn.



WEYERHAEUSER
4-SQUARE

THIS BRAND NAME
ON LUMBER ALSO

**Helps Dealers
Sell More Lumber with this**

Home and Farm Building Planning Center

● Another powerful sales tool has been added to the Weyerhaeuser 4-Square Home and Farm Building Services. This striking new display unit is now available to make the Services even more effective in attracting prospects and in closing sales.

This planning center unit is backed by many years of Weyerhaeuser advertising . . . by steadily growing Building Services . . . and by increased 1954 advertising schedules. Briefly, the program works this way:

Both the Home and Farm Building Services offer a larger selection of expertly-planned designs—more than 100 modern homes, and over 200 farm plans. National and state advertisements, plus free ad mats for local papers, invite prospects to come in to the

dealers' yards and see the buildings displayed in the big 4-Square Home and Farm Building Service portfolios. These ads also carry coupons for literature and free blueprints. Names of prospects who return the coupons are sent to local Weyerhaeuser 4-Square Lumber Dealers.

The dealer display rack is part of a promotion package that also offers nearly 200 pieces of valuable sales literature, plus an automatic direct mail program directed to any five builders selected by the dealer.

For full information on this vigorous new 4-Square selling program, see your Weyerhaeuser Representative, or write to the St. Paul office. Plan to take full advantage of the sales help it offers.

Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA



This handsome plywood display unit serves as a modern building planning center. It is offered with the new promotion package—and racks are provided on both sides at no extra cost if you subscribe to both the 4-Square Home and the Farm Building Service.



The Weyerhaeuser 4-Square Home Building Service portfolio attracts prospects with its full-color illustrations of scores of popular architect-designed homes.



Modern farm homes and over 200 other farm building and equipment designs are fully illustrated in the Farm portfolio. Featured in national and state advertisements.

Trinity White

...the whitest white . . .
it is a true portland cement



USEFUL

in almost every type of building, both inside and outside.

As architectural concrete units or as stucco or cement paint, it emphasizes architectural perspective and detail. It has a high light-reflection which gives beauty and special utility to many interiors.

Trinity White's extra whiteness gives truer colors where pigments are added.

Widely used in terrazzo for its contrast-y white and better color effects in either simple or ornate designs. Meets all Federal and ASTM specifications. Sell TRINITY White.



A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

In
ALABAMA

**THERE'S A
NEW STAR**

**A NEW
DISTRIBUTOR
...TO SERVE YOU!**

**McPHILLIPS MFG. CO.
FOOT OF LAWRENCE ST.
MOBILE, ALABAMA**

With

• 36 Style-tested Colors Plus Gleaming White—In Every Product

- Precision Colors Produced at No Extra Cost to Dealer or Consumer!
- 60 Second Point-of-Sale Paint Tinting, Easily—Accurately!
- Faster Turnover—Greater Profits!
- Exclusive Protection with the Patented MultiTint Line!

.... YOU WILL FIND A DISTRIBUTOR NEAR YOU



SEIDLITZ *MultiTint* PAINTS

"Best by Test"

ALABAMA
McPHILLIPS MFG. COMPANY
MOBILE

LOUISIANA
BROWNE-STEWART PAINT &
LINOLEUM CO., LAKE CHARLES
LOBDELL HARDWARE COMPANY
BATON ROUGE

TEXAS
BUILDERS SUPPLY COMPANY
AMARILLO
B & H MULTITINT COMPANY
SAN ANGELO
BUELL & COMPANY
DALLAS

MONCRIEF-LENOIR MFG. CO.
HARLINGEN
MONCRIEF-LENOIR MFG. CO.
HOUSTON
MONCRIEF-LENOIR MFG. CO.
TEMPLE
NEFF-BUCKNER-HOLT, INC.
EL PASO
NEWSOM PAINT SUPPLY CO.
LUBBOCK
PIONEER SUPPLY COMPANY
FT. WORTH
STEVES SASH & DOOR COMPANY
SAN ANTONIO
STEVES SASH & DOOR COMPANY
CORPUS CHRISTI



"EVERYTHING HINGES ON HAGER!*

FREE! If you enjoyed laughing at Herb Brammeier's mirth-making cartoon this month, send for Hager's new book containing 28 full-size popular "Everything Hinges on Hager" cartoons! It's FREE! Just address

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



*®

NORTH IDAHO ENGELMANN SPRUCE

STRONGER!

"What a combination!" says Packy, the Pack River Beaver trademark. "Here's a new, different wood that, weight for weight, is 20% stronger than most other soft woods. It's no wonder that builders everywhere are demanding *North Idaho Engelmann Spruce* for use on both exteriors and interiors." You'll see the reasons for all this enthusiasm the first time you handle this great wood.

LIGHTER!

At high altitudes, but midway between temperature extremes, nature has provided ideal conditions for growing this *different species* of spruce. Scientific methods of kiln-drying and milling have improved on nature's handiwork to produce a wood of *uniform high quality* with the advantages of clear-grained beauty plus *strength and light weight*.

WHITER!

For interior paneling, cabinets and furniture, here's a wood that takes a perfect finish. Its whiteness is ideally suited for today's modern light tones. And because it is free from excessive pitch and resin and doesn't split in nailing, it's easier to work, too! Ask your wholesaler, or write direct to . . .

P

ACK RIVER SALES CO.

SPOKANE, WASH. P. O. BOX 64 • TELETYPE SP. 105 • TEL. MADISON 0121

Managing Sales For

PACK RIVER LUMBER CO. NORTHWEST TIMBER CO. THOMPSON FALLS LUMBER CO.
Sandpoint, Idaho Gibbs, Idaho Thompson Falls, Mont.

Send Today for Free
Illustrated Brochure



Look what we got since our Daddy
NEW COLORED



With exclusive new deep-tone colors and glazed ceramic surface that's washable!

Ceramo in colors is *completely different* . . . the only glazed asbestos siding with deep, rich, modern colors that are *unfading!* Colors that have depth and character unlike *any* you've ever seen before!

"Your siding sales
will really
jump
when you show these rich,
deep 'n mellow
CAREY CERAMO COLORS!"

- CERAMO CONGO BROWN
- CERAMO GRANITE GRAY
- CERAMO SHERWOOD GREEN

... And don't forget! Famous
Ceramo White—whiter than fine
white paint by actual laboratory
tests!



began sellin' **CERAMO** **ASBESTOS SIDING**

"Your prospects will fall in love with Ceramo"

Carey White Ceramo siding has long been the World's standard for quality, durability and beauty in white sidewall materials. And new colored Ceramo offers the same proven advantages that made white Ceramo famous: Resistance to fire, insects, weather, dirt and grime, stains . . . A glazed ceramic surface that's 100% washable. *Plus* unfading, lasting colors that are baked-on as an integral part of the ceramic surface. No wonder folks can't resist Ceramo for their homes!

**"Cut out this coupon 'n mail today!
YOU'LL BE IN CLOVER WITH NEW COLORED CERAMO"**

The Philip Carey Mfg. Company

LOCKLAND,
CINCINNATI 15, OHIO

In Canada: The Philip Carey Co.,
Ltd., Montreal 3, P.Q.

SERVING HOME, FARM AND INDUSTRY SINCE 1873

*Let Daddy tell you a few
reasons why sellin' Ceramo
is a Breeze!"*



- **Ceramo Is Fireproof!** Won't burn, char or melt in the hottest blaze. (Wood siding has virtually no fire-resistance; even aluminum melts at only 1200°F.)
- **Ceramo Is Washable!** Should dirt, grime or ordinary stains soil Ceramo's lustrous surface, a cleaning with household detergent and water will renew its fresh sparkle.
- **Ceramo Is Color-rich!** Ceramo colors have character and depth. They're not wishy-washy and weak. And they're unfading, thanks to Ceramo's exclusive glazed-ceramic finish.
- **Ceramo Never Needs Paint!** Ceramo actually pays for itself through savings in upkeep and maintenance. Make this fact known to your prospects and sales resistance melts away fast.
- **Ceramo Won't Warp, Shrink or Curl!** Made of asbestos and Portland cement, takes broiling sun and soaking rains in stride. Actually gets harder and stronger as the years roll by.

Fast, easy application assures high profits

You can quote a Ceramo job with full assurance that Ceramo's ease and speed of application will provide real job economies, full profits. And your customers will like Ceramo's beauty, freedom from maintenance and painting expense. So don't call on another siding prospect until you call for complete information on new Colored Ceramo! The coupon will bring you literature and samples. Mail it right away!



Ceramo in Color

THE PHILIP CAREY MFG. COMPANY, LOCKLAND
Cincinnati 15, Ohio

Rush me all the facts about new
Carey Colored Ceramo!

Have your Representative call!

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Every Window's a Prospect for **DURALL!**

**New All-Aluminum Tension
Screen Costs Less
Than Paint and Repair for
Frame Screens**

Durall Has CUSTOMER Appeal!

What a boon to the homeowner! Enough long-lasting, low-cost DURALLS to screen his entire house can be carried under his arm! Each snaps on in 9 seconds from inside the house. An entire house can be screened in less than an hour!

Durall Has SALES Appeal!

As easy for the dealer to stock the full DURALL line as it is for the homeowner to store 'em. DURALLS roll up into light, dustproof, handy storage cartons—fit into the tiniest space!

Durall Has PROFIT Appeal!

Fast-selling DURALLS are becoming popular every day. They sell with a minimum of demonstration. And, a full advertising schedule in newspapers, magazines, TV are pre-selling your prospects on DURALL!

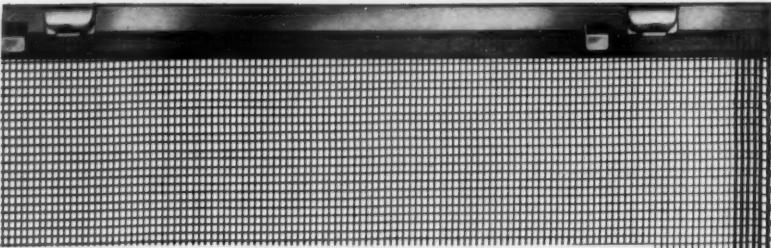
See your DURALL representative now. Be sure you're fully stocked for profitable spring selling! CASH IN—MAKE BIG PROFITS WITH...

DURALL ALUMINUM TENSION SCREENS



NEW YORK WIRE CLOTH COMPANY, INC.

New Canaan, Connecticut



**This New Kind of Screen
opens a BRAND New
Market for You!**
*your customers want DURALL
because...*

1. Durall Goes Up From Inside in 9 Seconds
2. Durall Is Aluminum, Can't Rust or Stain
3. Durall Costs Less Than Old-Fashioned Screens.
4. Durall Rolls Up to Store
5. Durall Is The Only Packaged, Complete Screen
6. Durall Fits Snug as a Clamshell



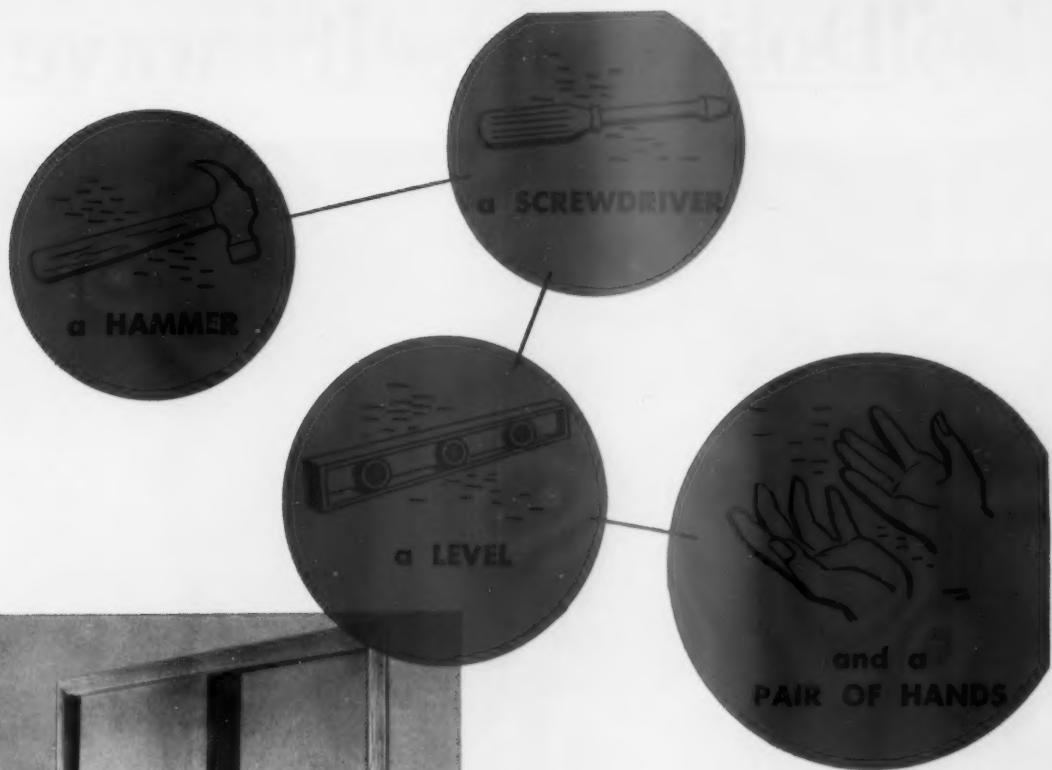
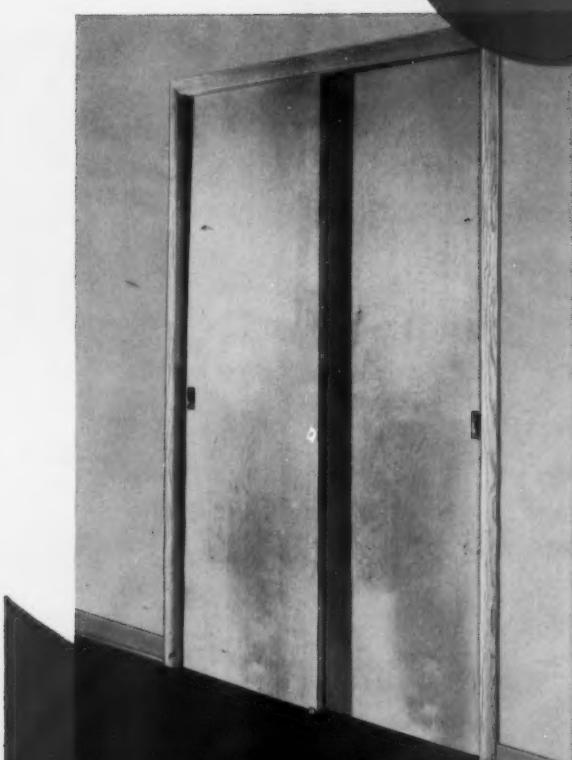
***Cash in on the Huge Demand
for this NEW SCREEN!***

Five million Duralls have been sold in every state in the country but the market has hardly been scratched. Dealer upon dealer, in hardware stores and lumber yards, this year is stocking Durall exclusively. And powerful advertising in magazines is helping them to make fast, easy and profitable sales. Ask your jobber to supply you or write to:



**NEW YORK WIRE CLOTH
COMPANY**

63 Park Street, New Canaan, Conn.



is all that's needed to
install the new



SLIDING DOOR

Available in closet and passageway units. Easy to install, easy to handle, easy to sell. Complete including the door, jambs, track, and hardware packed in two rugged Hasko-designed packages. Saves storage space for the dealer, everything arrives at the building site at one time. Ideal for the do-it-yourself market since the home handyman can install Hasko Sliding Door Units for passageways and closets by following the simple step-by-step directions in each package. Write for more information on the "hottest" building package in the industry today!

"another complete  packaged door unit"

HASKELITE MANUFACTURING CORPORATION

Grand Rapids 2, Michigan
Mobile, Alabama

"Do-it-yourself" wave will



This strikingly beautiful Weldwood walnut paneled fireplace wall will be featured in full color along with other woods in the April issue of Better Homes and Gardens, American Home, House Beautiful, Living for Young Homemakers and Sunset magazine. It's an example of Weldwood's advertising which appears month after month in leading consumer publications. It's selling everybody on the beauty of real wood paneling . . . it will bring customers into your yard!

zoom your Weldwood sales!

Growing enthusiasm for real wood paneling in the home goes hand in hand with mounting "Do-it-yourself" trend.

The butcher, the baker, the tally sheet maker, they've all become week-end carpenters. Never before has there been such a marked trend to self-accomplished projects in the home.

There's a big swing to the use of wood paneling in the home, too, because more and more people are being sold on the fact that no other type of wall covering material can match the natural beauty and self-evident quality of *real wood*!

UPGRADE YOUR PROFITS. The situation presents a perfect opportunity for you to raise your profit per unit sale. In fact, when you sell Weldwood paneling your profit very often exceeds the cost of other types of solid wall covering materials.

When you promote the sale of Weldwood hardwood paneling, yours becomes the *prestige* yard. You invite repeat business.

WELDWOOD HELPS YOU PROMOTE THE SALE. Weldwood advertisements appear month after month in leading consumer magazines which are read by millions

of interested home owners. The beautiful Weldwood paneled interiors shown in the advertisements suggest new "do-it-yourself" ideas to these many readers—your potential customers.

WELDWOOD DIRECTS SALES TO YOU. "Go to your local lumber dealer" is a phrase that is strongly featured in every Weldwood consumer advertisement. Your customers are *presold* on the price too! For instance, Weldwood's April consumer advertising features walnut paneling at \$48, as well as exotic blond Korina® at \$59, knotty pine at \$44, oak at \$59, Weldtex® (never checks) at \$27, Surfwood® at \$26, Novoply® at \$28 (California redwood face \$33) and handy-to-use prefinished Plank-weld® in Philippine mahogany at \$60, Honduras mahogany at \$69 and birch at \$60. All prices are based on wall area 8' high x 12' long. As you and your customers will see, there is a type of Weldwood paneling to fit any size budget. Remember the Weldwood line also includes superior Douglas fir plywood in both interior and exterior grades.

CALL YOUR WELDWOOD SALES REPRESENTATIVE NOW! The paneling is immediately available at any of the 60 United States Plywood or U.S.-Mengel Plywoods distributing units in principal cities.

HERE'S WHAT YOU CAN DO TO TIE IN WITH WELDWOOD'S POWERFUL PROMOTION



MAKE YOUR LUMBER YARD "Wood Paneling Headquarters" for your neighborhood. Be sure you have adequate supplies of Weldwood paneling on hand or on order.



TIE IN YOUR LOCAL ADVERTISING with Weldwood's national coverage. Free newspaper mats are available. Display proofs of Weldwood full-color advertisements.



WELDWOOD HARDWOOD PANELING is guaranteed for the life of the installation. The guarantee has tremendous sales appeal. Include the guarantee in your advertising.



Weldwood®

United States Plywood Corporation

World's Largest Plywood Organization

55 West 44th Street, New York 36, N. Y.

U.S.-Mengel Plywoods, Inc., Louisville, Ky.

Distributing Units in 60 Principal Cities

United States Plywood Corporation SBS-3-54
55 West 44th Street, New York 36, N. Y.

Please have your salesman contact me with full details about the profitable Weldwood line.

NAME.....

ADDRESS.....

CITY..... STATE.....



FROST

YOU PAY NO PREMIUM FOR THE FROST PLUS FACTOR

Frost lumber is recognized throughout the industry as the standard of quality. Yet, it costs not one cent more than ordinary lumber.

In addition, the Frost customer gets these important extras:

Flexibility of three mill production

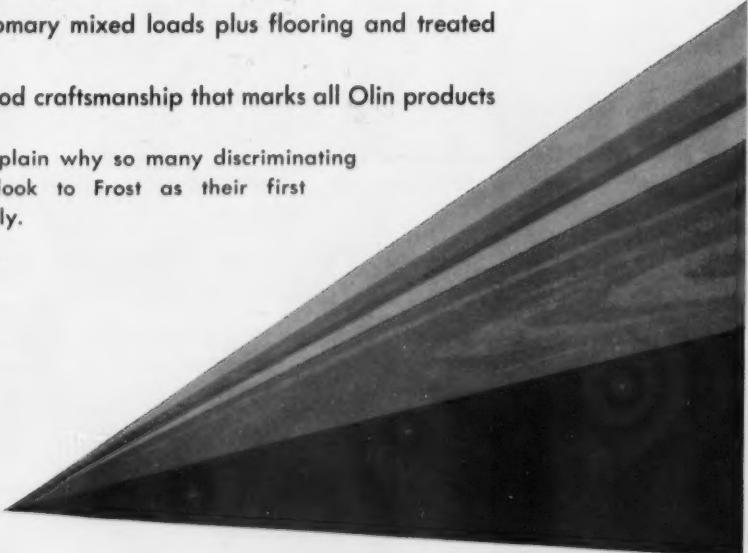
Reassurance of perpetual timber supply

Operating efficiency of multi-million dollar modernization

Supply of customary mixed loads plus flooring and treated lumber

Tradition of good craftsmanship that marks all Olin products

These factors explain why so many discriminating lumber buyers look to Frost as their first source of supply.



ADDS A GOLDEN TOUCH

As a result of a half-century of quickening realization that our forests must be preserved, today there stand 450,000 acres of Frost timberland managed on a self-perpetuating basis. The controlled annual harvest means regrowth and a never-ending supply of logs.

At Frost's three big saw mills, we have installed modern methods and equipment to insure the best out of every log. Our boards are sawn, edged and trimmed expertly • dried in the finest circulating kilns to assure correct moisture content, and lumber that stays straight • surfaced and run to pattern by unexcelled planning facilities

• carefully graded to insure "on-grade" • inspected and shipped under watchful scrutiny to guarantee satisfied customers.

We feel that the quality of our southern pine lumber meets such exacting specifications that we have decided to identify it as "Frost Golden Pine." From now on you will find this trademark stamped on the end of every board.

FROST GOLDEN PINE

The Frost logo consists of a stylized lowercase 'f' with a diagonal line extending from its top right corner, followed by the word 'Frost' in a lowercase, sans-serif font.

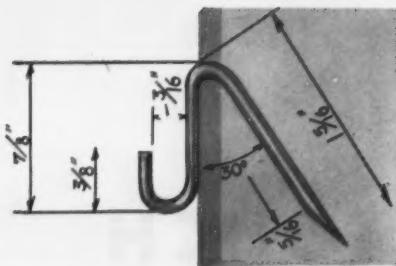
FOREST PRODUCTS DIVISION OF OLIN INDUSTRIES • INC.

LOUISIANA

Producers of

FROST GOLDEN PINE
FLOORING • HARDWOODS
TREATED MATERIALS
FROSTBRAND FURNITURE





Actual size of Hook-Nail.

Now Flintkote announces a new Hook-Nail for applying asbestos-cement sidings over insulation sheathing

At last . . . a nail that saves installation time and money . . . gives added security . . . improves siding appearance!

It's the new Flintkote Hook-Nail . . . developed by Flintkote's famous research laboratory, for applying Asbestos-Cement Siding Shingles over insulation board sheathing in new construction.

Look What This New Hook-Nail Gives:

- 1 . . . Ease of driving.
- 2 . . . Automatic alignment of siding.
- 3 . . . Quick placement of backer strips.
- 4 . . . Rapid application, equal to, or quicker than face nailing.
- 5 . . . Both top and bottom of siding firmly held without working back of wall.
- 6 . . . Weight of siding contributes to lasting tightness.
- 7 . . . One size fastener for both 25/32" and 1/2" boards.
- 8 . . . Can be driven over studs.
- 9 . . . Increases butt shadow.
- 10 . . . Good appearance, non-corrosive, non-staining, inconspicuous.

Send today for complete information, prices and illustrated instructions for applying Flintkote Asbestos-Cement Siding over Flintkote Insulation Board with the new Hook-Nail.

THE FLINTKOTE COMPANY, Building Materials Division,
30 Rockefeller Plaza, New York 20, N. Y.



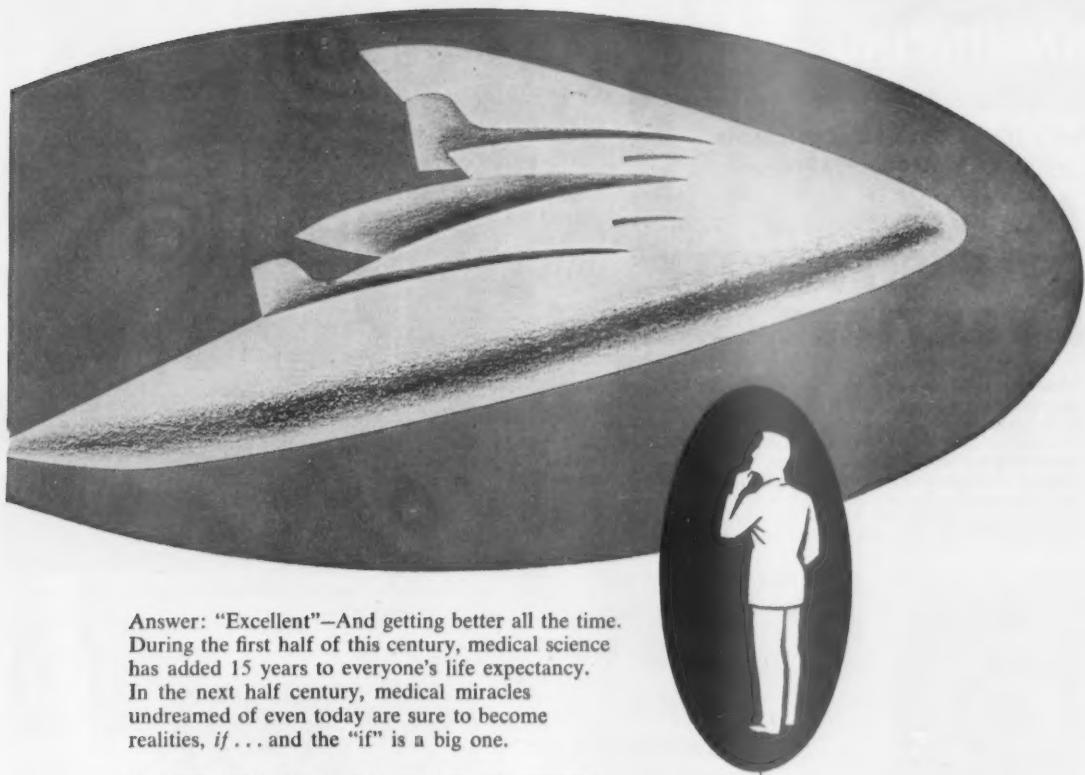
It's easy to get the knack of driving the Flintkote Hook-Nail. Application time is fast, good alignment is assured. And the siding really stays put. The siding will break before the Hook-Nail can be pulled out.

The use of the Flintkote Hook-Nail is qualified to be considered acceptable in the construction of properties otherwise eligible for mortgage insurance under the Minimum Property Requirements of the F.H.A.



FLINTKOTE . . . Style and Color Leader since 1901

how are your chances of being around in 1999?



Answer: "Excellent"—And getting better all the time. During the first half of this century, medical science has added 15 years to everyone's life expectancy. In the next half century, medical miracles undreamed of even today are sure to become realities, *if . . .* and the "if" is a big one.

The very basis of all health and medical research, the foundation without which no hospital or health agency can operate, is imperiled. That foundation is the country's compact network of 79 medical schools.

The threat is real and immediate . . . the production line of well-trained doctors is seriously endangered. Lack of operating funds has reduced teaching time by 7%, created vacancies in one out of every 20 full-time teaching positions, caused three private medical schools to become state institutions within the past three years . . . and all of this at a time when demands of our expanding population and rapid scientific advances require the highest in teaching standards, and larger enrollments.

Hundreds of firms in industry have recognized this threat in its fullest implication. The contributions they are making to the National Fund constitute one of private enterprise's major services to the nation. At the same time these contributions serve as safeguards for their investments in family, community and employee health. Get full details on the crisis that faces medical education, and learn how you can help solve it.

NATIONAL FUND FOR MEDICAL EDUCATION



FACTS YOU SHOULD KNOW ABOUT MEDICAL EDUCATION

- There are only 79 accredited medical schools in the United States.
- They train 82,000 undergraduates, specialists and technicians and graduate 6,500 doctors annually.
- It costs from \$10,000 to \$12,000 to train a doctor today.
- Tuition fees, raised 84% over 1940, cover less than 20% of the cost.
- In the past decade medical teaching budgets have risen 143%; administration and plant operation 150%.
- The medical schools need \$10,000,000 annually in additional income to maintain present standards and train the necessary number of doctors required for America's growing population.
- *ALL* 79 medical schools can be aided by a *single* gift to the National Fund for Medical Education.
- Contributions are distributed through annual grants according to a schedule approved by the medical schools.
- The National Fund is a voluntary, non-profit organization approved and supported by the American Medical Association and the Association of American Medical Colleges.

For complete facts on the crisis facing medical education write to

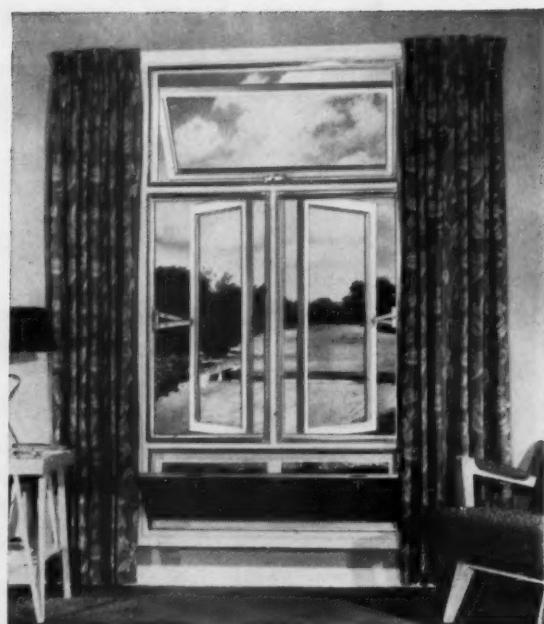
The National Fund for Medical Education,
2 West 46 Street, New York 36, New York

ANNOUNCING

America's Most Versatile Window
Priced Low to Build Dealer Profits . . .

NEW CURTIS SILENTITE CONVERTIBLE

Now *one* basic window provides right- or left-swing casements—the popular awning window—swing-in hopper-type sash—and a thousand or more different window combinations. The new Silentite Convertible is available in units so proportioned that they can be combined to achieve almost unlimited variety. Basic sash units come in ten sizes and companion louvre units in five sizes. Here is a window embodying traditional Curtis quality—yet priced for the low-cost market to build dealer volume and profits.



Any degree of "top or bottom" ventilation is possible with Curtis Convertibles.



Attractive, economical casements are easy to have—with the new Curtis Convertible Sash.

WHAT'S NEW

about the New Curtis Silentite Convertible

- A complete factory-assembled unit, ready for quick, easy installation—basic frame with operating hardware, sash, screen and insulating light installed.
- Fits any wall construction. May be installed singly or in any desired combination of multiples—can be stacked both in width and height—ideal for window walls.
- Superior weather-tightness assured by modern spring-leaf type weather-stripping.
- New-type manual operator included. Crank operator available when sash are used for awning or casement installation.
- Wood louvre units available—made in five sizes—with interior birch doors for use in regulating ventilation.
- Like all Curtis Silentite Windows, the new Convertible is a WOOD window. All wood members completely toxic and water-repellent treated for long life.
- The new Convertible comes with a Curtis certificate guaranteeing materials and workmanship—assurance of *lasting* value.



Now any homeowner can afford weather-tight awning windows—and window walls, too.

It's an awning—a casement—a hopper
—an all-purpose window
priced to fit
the lowest budget



CURTIS COMPANIES SERVICE BUREAU Clinton, Iowa

A Department of Curtis Companies Incorporated

Clinton, Iowa • Wausau, Wisconsin • Chicago, Illinois
Sioux City, Iowa • Lincoln, Nebraska • Topeka, Kansas
Minneapolis, Minnesota • New London, Wisconsin

ONLY CELOTEX GIVES YOU ALL 4 FOR '54!

to increase your building and remodeling business!

**Listen to these highly successful Celotex Dealers
who tied in...and cashed in!**



South Bend, Indiana . . . \$76,000 in sales resulting from this program . . . leads came from Celotex national advertising and our local tie-in advertising and distribution of Celotex Book of Homes . . .

James H. Labey, Vice-Pres.
Eckler Lumber Company



Hampshire, Illinois . . . we are a small yard in a little community, yet in the past 18 months have built 5 homes from Celotex plans, also several others . . . as a direct result of Celotex national advertising, and our local tie-in efforts.

Milton Stading,
J. H. Bottenberg Company



Toledo, Ohio ". . . recognizing leadership of the Celotex advertising program, we have joined with this campaign on a local basis . . . have enjoyed thousands of dollars in increased sales . . .



Dallas, Texas " . . . have developed a number of definite house sales through use of Celotex Book of Homes . . . also sold 15 jobs to do-it-yourself leads . . . very happy with complete Celotex merchandising program . . . "

When you feature genuine **CELOTEX**

BUILDING PRODUCTS

The Celotex Corporation, 120 S. LaSalle St., Chicago 3, Ill.

AN IDEA

in tune with the times...



destined to change the sales methods and profit picture of alert dealers...it's the

RUBEROID

Color-Styled Home

THE COLOR-Styled HOME idea is so logical it's a wonder everyone hasn't been doing it. Yet two things had to happen to bring it about. First came a growing demand from a color-conscious public for exterior color styling to match the advance of interior decoration. Second, there had to be developed a complete line of roofing and siding shingles in decorator colors designed for a wide range of harmonious color combinations. Ruberoid did it with Color-Grained Asbestos Siding and Asphalt Roof Shingles in decorator colors.

There's a gold mine in your warehouse, Mr. Ruberoid dealer . . . because all you have to do is get your Ruberoid samples out of the warehouse and onto your sales floor. Display the complete line. Sell complete color combinations. *And here's the tool that helps you turn the idea into sales.*

The RUBEROID Colorator

Anyone can be a color expert with the Colorator. It ends color confusion . . . turns complicated color theory into simple terms, showing Ruberoid roofing and siding colors in pleasing combinations with suggested trim and accent colors. It not only dramatizes exterior color styling, it's a practical, easy-to-use working tool . . . and sales tool. Ask your Ruberoid

salesman for your Colorator . . . and put the Ruberoid Color-Styled Home idea to work now.

Backed By National Advertising

Millions of homeowner prospects will spark to the Color-Styled Home idea when they see Ruberoid's full-color ads in the Saturday Evening Post, Better Homes & Gardens, and leading farm magazines. Backed by the Good Housekeeping Seal that means confidence in Ruberoid quality . . . and a complete arsenal of effective display and point-of-sale aids. You can't miss cashing in on this natural merchandising opportunity if you do it (and yourself) justice. Ask your Ruberoid salesman to help you put together a real Color-Styled Home sales center.

The **RUBEROID** Co.

Asphalt and Asbestos Building Materials

The Ruberoid Co., Dept. A, 500 Fifth Ave., New York 36, N. Y.

- Please send me my free copy of the Colorator.
- I would like to see samples of the Ruberoid Color-Styled Home mailing pieces and tie-in display materials.
- Have Ruberoid salesman call to discuss a sales promotion plan.

Your Name.....

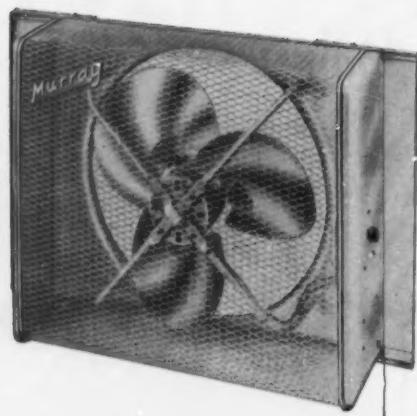
Company.....

Address.....

City..... Zone..... State.....



Murray 20" Window Fan
Reversible or Exhaust—
Only, 1 or 2 speed



Murray 30" Window Fan
Reversible or Exhaust—
Only, 1 or 2 speed



Murray

KANS

offer dealers even more in 1954



The '54 fan season promises to be the biggest in ventilating history. More people are "ventilating-conscious", "ventilating-anxious" than ever before.

The '54 Murray line is even more complete, offering a type of attic or window fan to fit every home, every pocketbook.

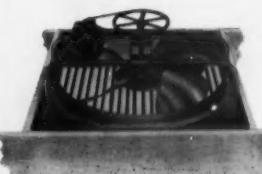
Murray's '54 advertising campaign is geared to make even more of your "ventilating-conscious", customers "Murray-anxious".

The '54 Murray line offers dealers even greater sales volume, even higher profits, even more satisfaction than ever before.

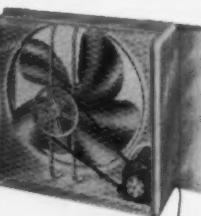
For full information on dealer and distributor franchises and free catalog, write . . .

Exclusive National Sales Agents for Murray Fans

H. C. Biglin Co., Inc.
177 Harris St., N.W.
Atlanta, Ga.



Murray Attic Fan
Vertical Discharge



Murray 24" Window Fan
Reversible or Exhaust—
Only, 1 or 2 speed



Murray Attic and
Industrial Fans
Horizontal Discharge



Murray 16" Window Fan
Portable room-to-room

Murray **Company of Texas, Inc.**
VENTILATING FAN DIVISION • ATLANTA, GA.

THE WIZARDS WITH WOOD

Are wondrous wise

They know it Pays to Advertise

So scads of Ads electrify

Your customers who eye—and BUY

Blond or pickled effects call for
WHITE FIRZITE®
 For magical woodsy
 effects on hardwood
 or soft, plywood or
 solid lumber. For
 light pastel tones,
 tint with Colors-in-
 Oil. For soft wood
 and fir plywood
 paint jobs, **WHITE**
 Firzite as an undercoat, helps prevent
 grain raise or checking. (For soft
 wood or fir plywood stain jobs, recom-
 mend **CLEAR** Firzite, to tame wild,
 unsightly grain.)

Largest Selling Wood Glue
WELDWOOD®
 PLASTIC RESIN GLUE

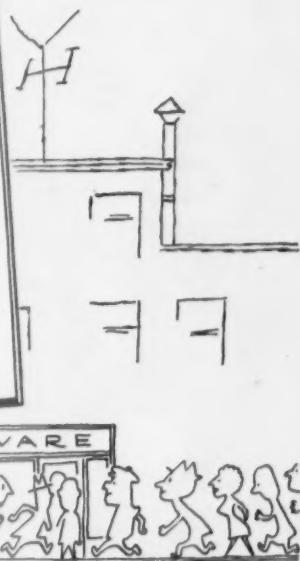
For making things
 or fixing things,
 recommend Weld-
 wood Glue—for all
 wood-to-wood
 bonds and many
 other uses. Makes joints stronger than
 the wood itself. Mixes easily with
 water. Stain-free, rot-proof, highly
 water-resistant! For hobbyists, home
 owners, contractors, carpenters! In
 self-selling display cartons! 10c, 15c,
 35c, 65c, 95c; 5 lbs., 10 lbs., 25 lbs.

Big demand for natural wood finishes, sells

SATINLAC®

The big modern style
 trend is for light
 natural wood fin-
 ishes—on furniture,
 wood paneling and
 woodwork. When
 customers ask for
 what to use, you'll
 make friends by re-
 commending SATINLAC. It brings
 out and preserves the natural grain
 and color-beauty of any plywood or
 solid wood. Water-clear Satinlac
 avoids that "built-up" look. Easy to
 brush or spray; dries "dust-free" in
 20 minutes, ready for next coat in 3
 or 4 hours.

HARDWARE



And here's how **YOU** profit **DIRECTLY**
 from our ads in Saturday Evening

Post and 29 other magazines: we
 refer ALL inquiries to our registered
 dealers, give them literature and store
 signs besides. If **YOU** stock Weldwood
 Glue, Firzite and Satinlac, write us today
 and we'll refer nearby inquiries direct to you.

UNITED STATES PLYWOOD CORPORATION, New York 36, N. Y.

and U.S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.

Branches in Principal Cities—Distributing Units in Chief Trading Areas



"You can sure feel the difference!"

says Henny Mozone of Mainline Hardware, Bala-Cynwyd, Pa.

Mr. Mozone ran several cuts on four well-known, *but unidentified*, brands of single-strength window glass. Each was marked A, B, C or D. He picked brand D every time. "You can sure feel the difference—this brand is by far the easiest to cut!"

Brand D was L·O·F. This is no isolated case. 28 out of the 30 dealers who took this "Blindfold Test" picked L·O·F!

L·O·F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easier because it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L·O·F first, last, or in between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the

yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass."

Write Libbey-Owens-Ford Glass Company, 7034 Nicholas Building, Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**





SOUTHERN BUILDING SUPPLIES' SURVEY SHOWS

It's just good
horse sense

TO ADD THE NEW

LINES PEOPLE WANT

* **More lumber** and building material dealers in the 18 Southern and Southwestern states now sell the newer types of construction materials — and more promote special millwork items; but a declining number handle electric appliances, plumbing equipment, and rental tools, the 1954 survey by **SOUTHERN BUILDING SUPPLIES** reveals.

Based on the response to 1,972 questionnaires mailed in January to dealers throughout the South and Southwest, the survey indicates that dealers are banking more on basic building supplies and less on specialties and household equipment. However, as more dealers use horse-sense in adding lines that the shelter books, consumer magazines, television, radio, and other media promote, many items graduate from the "specialty" to the common material lists.

Notable in the survey findings, compared with similar studies made by this publication in 1950 and 1952, are the growing number of dealers who sell flush, sliding, and folding doors; jalousie doors and windows; metal windows and screens; composition floor tiles, Western lumber, and materials for dry-wall construction.

Increases in the percentages of dealers who now sell special wood windows, doors, screens, cabinets, and pine flooring indicate that these merchants are supplying more custom-built residences and keeping their shop forces busy with these often more profitable items.

With these highlights in focus, let's look at the trends in the several classes of merchandise sold by dealers, as compared with the the findings of earlier SOUTHERN BUILDING SUPPLIES SURVEYS.

DOORS—From 1952 to this year the number of dealers selling the

different types have increased: flush, 85.5 to 92.2%; wood sliding, 60.4 to 75.7%; metal sliding, 15.7 to 32.4%; wood garage, 74.2 to 80.3%; special wood panel, 53.4 to 61%. Now 50.3% sell folding doors, and 37.9% sell jalousie doors.

WINDOWS—In two years, the number of dealers handling metal aluminum windows has jumped from 45.9 to 56.1%; metal steel, from 69.2 to 76.6%; jalouse windows, from 18.2 to 42.8%; special wood, 59.1 to 66.8%. Dealers stocking sheet glass have increased from 45.9 to 57.2%. Dealers handling venetian blinds have decreased from 41.7% in 1950 to 30.0% now. The drop in retailers of sash balances—89.3 to 79.8%.

FLOORING—Change in dealers between 1952 and '54, from 20.7 to 35.8% for plastic tile; 34.6 to 41.0% for rubber tile; 40.9 to 46.8% for asphalt tile; and from 83.0 to 90.2% for pine flooring.

HARDWARE—Slight drops in percentages of dealers handling nails, bolts, screws, metal screening, and builders hardware. Slight gains in those handling garage hardware and masonry tools. In two years, dealers stocking timber connectors have grown from 10.7 to 15.6%, and those selling plastic screening from 34.0 to 42.8%.

INSULATION—Jumps in dealers handling reflective type, from 34.6 to 42.5%, and loose-fill type.

from 42.1 to 47.4%, made at expense of blowing and blanket or batt types.

LUMBER—Number of dealers in South and Southwest stocking Douglas fir common has jumped from 60.4 to 72.5% in two years; and those stocking redwood, from 35.8 to 47.1%. At the same time, dealers in Southern pine common declined from 81.1 to 75.4%, and in Southern pine finish from 74.8 to 65.9%. Fewer dealers now sell lumber preservative but more sell treated lumber: 27.2% of respondents. Western pine is sold by 49.7% of responding dealers.

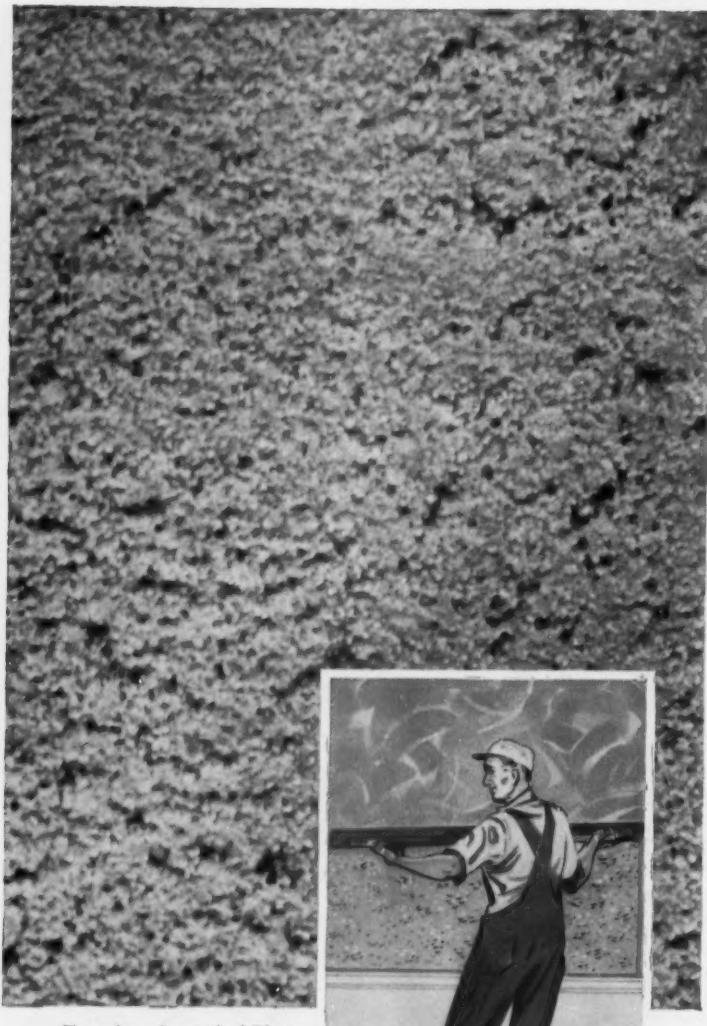
MASONRY MATERIALS — Gains in the number of dealers selling cement, mortar mix, brick, concrete block, and chimney caps are noted. Mortar mix, from 82.4 to 87.9%; concrete block, from 64.8 to 68.8%. Mortar colors are now handled by 69.4% of dealers.

SCREENS—In two years, dealers selling stock wood type are down from 78.0 to 72.8%; special wood, up from 40.2 to 45.1%; metal tension, up from 57.2 to 60.7%, and other metal—up to 24.0 from 17.6%.

WALLS—Dealers in gypsum, insulating, asbestos, and hard boards are up appreciably. Dealers in plaster materials are rising, at 66.8%, from the 1952 low of 56.0%—but still off from the 81.7% level in 1950. Dealers in wallpaper con-

Flush, folding, sliding doors — jalousies — metal windows and screens show big gains

about Tensulate acoustical plaster



Tensulate Acoustical Plaster is applied by the plastering contractor. Increase your sales of plaster products by stocking and promoting Tensulate Acoustical Plaster.

Produces non-setting, white sound-absorbing finish

● TENNESSEE announces a new Tensulate Acoustical Plaster for carpeting ceilings and upper walls with an attractive sound-absorbent surface. This plaster can be applied uniformly, easily to obtain a soft-textured finish. It dries slowly; does not set. This all-mineral plaster is non-combustible. The finish is naturally white; does not require painting.

Mail coupon for full information on this new TENSULATE product.

MAIL COUPON TODAY!

TENNESSEE PRODUCTS & CHEMICAL CORPORATION
Department B-3, Nashville 3, Tennessee

Please send data bulletin on
new TENSULATE Acoustical Plaster.

Name _____
Position _____
Company _____
Address _____
City _____ State _____



TENNESSEE
PRODUCTS & CHEMICAL
Corporation
NASHVILLE, TENNESSEE

Producers of: FUELS • METALLURGICAL PRODUCTS • TENSULATE BUILDING PRODUCTS • AROMATIC CHEMICALS • WOOD CHEMICALS • AGRICULTURAL CHEMICALS

tinue to shrink in number, thus: 1950, 41.7%; 1952, 37.1%; 1954, 28.9%.

CABINETS — After falling to 34.6% in 1952, the number of dealers selling special wood kitchen units are up to 42.2%. Less dealers are handling all other types of cabinets and ironing boards.

MISCELLANEOUS SPECIALTIES — Significant increases have been made in two years in dealers handling ornamental iron (from 46.6 to 48.0%), fireplace units (52.2 to 58.4%), power shop tools, (22.6 to 27.2%), and laminated plastics (16.3 to 17.3%). Dealers in door chimes and power shop tools have declined in number.

MOLDINGS — Dealers offering special wood types have soared in two years from 21.4 to 45.7%; metal trim dealers also up, 66.0 to 76.6%.

PAINTS — Number of dealers handling interior paints in two years increased from 90.6 to 92.8%; masonry paints, from 86.8 to 89.3%.

PLYWOOD — Fir dealers up in two years from 93.7 to 96.2%; gum plywood dealers, up from 37.7 to 45.1%; fancy hardwood retailers, up from 29.5 to 42.2%.

ROOFING — Asphalt dealers have declined slightly in past two years as metal roofing retailers increased from 60.4 to 66.8%, and cedar shingle dealers from 65.4 to 66.8%.

SIDING — Hardboard type sold by 48.3% of dealers; cedar shakes by 54.6%; asbestos by 91.3%.

APPLIANCES — Between 1950 and 1954, number of dealers handling has dropped from 23.3 to 16.2% for small electric; 18.3 to 14.4% for kitchen electric; 13.3 to 10.1% for home laundry equip-

ment; and 33.3 to 28.6% for wiring supplies.

WEATHER EQUIPMENT — Declines in dealers selling small room heaters and furnaces offset by gains in number selling circulating heaters and air conditioners. Latter sold by 16.2% of dealers.

PLUMBING — Substantial reduction in dealers handling septic tanks, and slight reductions in retailers of fixtures, pipe and fittings, and rain-carrying equipment.

For the score on the lines handled by Texas dealers, as compared with those given here for the South and Southwest, see story on page 108 of this **SOUTHERN BUILDING SUPPLIES**.

Check the following box score to see how your company's lines stack up with those handled by a majority of dealers in this 18-state region.

BOX SCORE

% of dealers in 18 Southern and Southwestern states who sell certain materials and supplies as tabulated in S*B*S survey, January '54.

APPLIANCES	%	HARDWARE	%	LUMBER	%	SCREENS	%
Small Electric	16.2	Finish	81.8	Southern Pine Com.	75.4	Stock Wood	72.8
Kitchen Electric	14.4	Builders	86.7	Sou. Pine Finish	65.9	Special Wood	45.1
Home Laundry	10.1	Garage	74.0	Douglas Fir Common	72.5	Metal Tension	60.7
Wiring Supplies	28.6	Nails	88.7	Doug. Fir Finish	62.1	Other Metal Screens	24.0
CABINETS	%	Bolts	75.7	Western Pine	49.7	SIDING	%
Stock Wood Kitchen	39.6	Screws	81.2	Redwood	47.1	Wood	89.9
Special Wood Ktchn.	42.2	Carpenter Tools	58.7	Treated Lumber	27.2	Metal	23.7
Metal Kitchen	25.4	Masonry Tools	50.6	Lumber Preservatives	39.9	Asphalt	68.2
Metal Bathroom	44.5	Timber Connectors	15.6	RENTAL MACHINES	%	Asbestos	91.3
Ironing Board	61.3	Garden Tools	32.6	Floor Sander	34.1	Cedar Shakes	54.6
DOORS	%	Plastic Screening	42.8	Polisher	35.8	Hardboard	48.3
Stock Wood Panel	87.6	Metal Screening	79.8	Port. Power Tools	6.1	WALLS	%
Special Wood Panel	61.0	FENCING	%	Paint Sprayer	4.6	Gypsum Board	95.7
Flush Wood	92.2	Wire	56.6	PAINTS	%	Insulating Board	93.6
Folding	50.3	Posts	60.1	Interior	92.8	Hardboard	93.1
Wood Sliding	75.7	Steel Posts	39.3	Exterior	93.1	Prefin. Hardboard	50.3
Metal Sliding	32.4	Pickets	48.5	Masonry	89.3	Asbestos Board	76.9
Wood Garage	80.3	MASONRY MATERIALS	%	Accessories	75.4	Plaster Materials	66.8
Metal Garage	53.5	Cement	93.1	Custom Mix	27.4	Metal Lath	85.5
Jalousie	37.9	Mortar Mix	87.9	PLYWOOD	%	Gypsum Lath	75.7
FLOORING	%	Mortar Colors	69.4	Fir	96.2	Metal Louvers	83.5
Hardwood	92.2	Lightweight Aggreg.	45.9	Gum	45.1	Cornerite	61.6
Pine	90.2	Brick	81.8	Pine	43.1	Glass Blocks	44.5
Asphalt Tile	46.8	Structural Tile	37.9	Marine Grade	56.9	Wallpaper	28.9
Rubber Tile	41.0	Concrete Block	68.8	Fancy Hardwood	42.2	MISC. SPECIALTIES	%
Plastic Tile	35.8	Sewer Pipe	77.7	PLUMBING	%	Ornamental Iron	48.0
WINDOWS	%	Chimney Caps	38.7	Bath Fixtures	32.1	Fireplace Units	58.4
Stock Wood	94.2	INSULATION	%	Pipe & Fittings	35.0	Door Chimes	28.9
Special Wood	66.8	Blanket or Batt	87.0	Septic Tank	30.9	Power Shop Tools	27.2
Metal Steel	76.6	Blowing Wool	9.8	Metal Gutters	43.6	Structural Steel	22.2
Metal Aluminum	56.1	Loose Fill	47.4	ROOFING	%	Laminated Plastic	17.3
Jalousies	42.8	Reflective	42.5	Asbestos	69.4	Corrugated Plastic	16.8
Sheet Glass	57.2	WEATHER EQUIPMENT	%	Asphalt	89.6	MOLDINGS	%
Glazing Putty	87.3	Small Room Heaters	22.0	Metal	66.8	Stock Wood	91.6
Venetian Blinds	30.0	Furnaces	19.1	Cedar Shingles	66.8	Special Wood	45.7
Sash Balances	79.8	Circulating Heaters	16.8			Metal Trims	76.6
Caulking Compound	92.8	Air Conditioners	16.2				



SELLING MATERIALS

* To close more sales of the semi-finished houses that they pioneered and popularized in the Fort Worth, Texas, area—and to sell all buyers the materials with which to finish their houses—the Johnson-Campbell Lumber Company teams 3-D color slides and catalogued wall displays of material samples.

During the last five years, the Johnson-Campbell firm has built and sold 750 semi-finished homes, including the 201 sold in 1953,

to finish the house

By Baron Creager

according to C. D. Nichols, manager of the company's Jacksboro Highway store. The houses range in size from 768 to 1,144 square feet and sell, semi-finished, for from \$2,795 to \$4,830, if built on the customer's lot. When built on a J-C lot, the price is \$700 more.

The semi-finished house is delivered by Johnson-Campbell without partitions. No. 1 oak flooring has been laid in the house but



Building materials are easy to select from the sample boards across the rear wall of Johnson-Campbell's new Jacksboro Highway store in Fort Worth, as the top and cover photos show. Each item is numbered for checking specification and price in dealer's own price book. At left, Manager C. D. Nichols demonstrates 3-D viewer, used to show buyers of semi-finished homes how their house can be completed. Below is typical Johnson-Campbell-built house of this type.



walls and ceiling are unfinished. One outstanding inducement for the buyer is the money he can save by dividing the house interior to suit the family's needs and finishing it to family taste.

According to Nichols, the hitch in a transaction comes when the prospect sees the naked interior of a house and, realizing the labor that lies ahead, is about ready to back out.

"It is not uncommon for the prospects to show high interest and enthusiasm in the early phases of discussion involved in selling a semi-finished house," admitted Nichols, who manages one of the two Johnson-Campbell stores in Fort Worth. "We are not surprised when this enthusiasm occasionally melts away after the prospects have seen the inside of the house they propose to buy."

"To restore this interest and enthusiasm, we bring them back to the office and begin showing them our slides. These are not mere black and white pictures. We have about 75 slides in 3-D color which we show through a modern push-button viewer.

"Each slide contains some 3-D color view of the interior of a house that has been sold by us, and finished inside by the purchaser. It is no exaggeration to say that some of these interiors are as attractive as you will find in any (See FINISHING MATERIALS page 98)



Purchasers of Johnson-Campbell semi-finished homes also buy this five-unit plumbing package on terms of \$50 down and \$5 a month. Pipe is cut in shop to suit fixtures. Sale of flooring and wallboard usually follows. Note wire screening, at left; it is cut to common window sizes and priced for quick sale.

Nails also are packaged and priced.

By renting popular power tools and building accessories, this Texas dealer profits in two ways—on rentals and on sale of more materials to army of Do-It-Yourself home-owners! Lower left, H. E. Evaritt grabs a sander in rental department. Lower right, delivery costs are saved—and sales are speeded—by offering customer "free use of these racks when hauling materials from this yard."





REPAIR SERVICE

delivered in truck

★ "Public reception has been much better than we figured and everybody admits that there is a definite need for this particular service from a retail lumber dealer," reported Herbert Baxter, president of the Central Lumber Company in Charlotte, North Carolina, when asked about the home repair service program he instituted last November by means of the unique truck shown above.

"We believe the uniqueness of the miniature house on our roving truck does the most to promote this profitable repair service. Inside our truck we carry miscellaneous lumber items, screen wire, plywood, and other common materials.

"The variety of jobs our 'Mr. Fix-It' has fixed so far have ranged from \$2.50 to \$75.00. This includes list price on the materials used, plus a break-even price for the labor involved."

This new service was introduced to the Charlotte public last November with a letter from President Baxter "announcing a new service to you, your home, or at your plant. Maybe a door sticks, a window will not open, or you want a new flower box.

"We hope we have a solution to your small repair jobs—say from \$15 to \$100 . . . We'll handle all the details for you. Simply call 'your lumber number, 3-1194'—and give us the address and what you want done. Our 'Mr. Fix-It' will fix it.

"Give us a call when you need a small repair job done."

Long-time mayor of Charlotte

and a local leader of Hoo-Hoo, the lumbermen's fraternity, Baxter appears to have "found the pulse" of the ailing home-owner when he launched his Mr. Fix-It service.

Typical of the letters and calls he had about this repair service during its first three months of operation was this one from a theater proprietor:

"You have a grand idea in your 'Mr. Fix-It' will fix it. You will be hearing from me as well as plenty of other people very shortly."

A business woman wrote: "I want to congratulate you on this new and novel service. It will

certainly be a boon to all the housewives, and I am sure we will make use of this grand service."

On his letter announcing the service, another businessman wrote to "Herb—this is a long-needed service. We don't have anything needing fixing but I've told a couple of my neighbors about it and they put your number in their book!"

Baxter said that the truck is handling from three to five profitable calls a day. Mr. Fix-It has replaced doors, built flower boxes, repaired back steps, and built playhouses.

Makes Friends with Ad 'Letter'

MOSE GORDON, proprietor of the Mose Gordon Lumber Company in Commerce, Georgia, may not have taken or studied Dale Carnegie's course on "how to win friends and influence people," but he most certainly did—with a simple advertisement in the *Oglethorpe Echo*, weekly newspaper published in Lexington, Ga., on January 15.

In this letter, enclosed in heavy advertising rules, two columns wide and 6 inches deep, Lumberman Gordon forcefully explained why his timberland in Oglethorpe county is posted; invited requests for hunting and fishing privileges, and explained his concern with abandoned open wells. Thus, the ad had something of interest in it for nearly every resident in the county

and reader of the *Oglethorpe Echo*. His letter read:

"**A letter** to my friends in Oglethorpe county:

"All of our lands in Oglethorpe county are posted. While we believe in the conservation of all wildlife, our purpose primarily in this regard is the protection and preservation of timber from loss by fire which might and could result from indiscriminate and careless trespass. In 1952 we lost 261,000 young pine trees by fire and re-set them last year. This entailed quite a monetary loss which was small in comparison to the potential worth of the plantings, say 15 to 20 years from now.

"While we have given no one (See FRIENDLY LETTER page 100)

FORK-LIFTS MOVE IT *Faster, Cheaper*



By Hal Newsome

* Five years ago the Cheely Lumber Corporation in Miami, Florida, bought its first fork-lift truck. Today the firm owns and uses seven Ross and Clark "forks," ranging from 4,000 to 12,000 pounds in load capacity!

Cheely bought the first fork-lift to supplement hand operations and gravity conveyors in moving materials to meet the heavy demands of the post-war building boom. "The proof of the pudding was in the eating" and now in every practical way lift trucks are used to move lumber and other materials in and out of the Cheely yards on pallets or in strapped or stripped bundles.

The result is that most yard transfers of materials are now made with less manpower in at

least half the time they were by using gravity conveyors and manual labor—and customer deliveries are speeded up substantially.

Vice-President and Treasurer E. B. O'Neal values the lift trucks

chiefly for their magic in speeding up deliveries on rush days, thereby permitting Cheely to meet competition on this increasingly important service. Most material deliveries are made to the job within



Whether it's a few planks—or large bundles—the husky fork-lift trucks at the Cheely lumber yards in Florida move lumber (and other materials) faster and cheaper. At top, the Clark truck loads 2x10s on retailer's truck. Once the lumber is unloaded by hand from freight car, at left, this Ross truck handles it to and from the storage stacks, above. When sorted to size, the lumber is strapped with steel.

two hours after they are ordered. "Contractors deeply appreciate such service because high labor costs often make it necessary," O'Neal explained.

Manager G. C. Wakefield pointed out that "pallets and bundling not only have made material-handling cheaper and quicker, but also more flexible. It's simple now to shift supplies wherever we want them, as stock rearrangement seems advisable. And we can store lumber and other materials in higher stacks, saving valuable floor and yard storage space."

The Cheely operation includes three yards in Miami and a combination retail-wholesale yard in Key West. Customer deliveries are made by 25 trucks ranging from half-ton pick-ups to 20-ton trailer transports. The latter are used mainly for hauling supplies the 150 miles to Key West, which does not have railroad service.

The Cheely yards in Miami include a retail lumber yard in the residential area with a large, new building supply store; a separate concentration yard in the industrial area, with an 18-car railroad siding, for handling complete lumber stocks and large orders; and an adjoining yard with warehouses and sheds for storing ample supplies of wallboard, plywood, sash, doors, and other building materials.

With the lift-truck system, Wakefield explained, the only time materials have to be handled manually is when they're unloaded from freight cars. The lumber and other materials are palletized or bundle-stacked when unloaded in the yard.

Wakefield said that the fork-lift operation moves and delivers material with less breakage and other damage than by manual handling. This is especially true of upper

grades of lumber and other quality building materials.

Cheely's crew stacks and straps sheathing lumber in 1,000, 1,500, or 2,000 BF lots. The quantity is marked on each bundle so that when a rush order comes in, the right number of bundles may be picked up by the fork truck and placed on the delivery vehicle.

Framing lumber is assembled on delivery trucks by the forks and then strapped with steel for easy, orderly unloading at the job site. All complete loads are dumped by dump trucks, while odd lots are unloaded by hand.

Insulating sheathing and other wallboard is handled and stored in the original 11-sheet bundles, with six to eight bundles separated by stacking strips.

Plywood is similarly "bundle stacked" in appropriate lots for easy filling of orders.

Cheely formerly used gravity conveyors for many loading jobs that are now done by the fork-lift system. Conveyors are still used to unload bag goods from cars onto pallets, and also to unload bag goods at the job site.

The head shipping clerk coordinates the routing of materials and trucks on deliveries with an inter-communication system in the retail yard and over private telephone

lines to the other Cheely yards.

This building-supply firm has its own garage in Miami for quick, low-cost repairs and preventive maintenance work on all motor trucks and fork-lifts. This means that needed equipment is never out of service for long. Cheely extends the life of its delivery units with such careful, on-the-spot maintenance.

Until recently Cheely did not stress the pick-up type of retail store traffic. But, since its new 60x70-foot store and office building was completed six months ago, the store volume has nearly doubled.

Hardware, paint, and hundreds of small building and home maintenance items are displayed on movable fixtures. Offices and storage space are handy on the mezzanine floor, glimpsed through the attractive balcony iron railing.

Selling is done by three outside salesmen, together with the competent store staff. Advertising is mostly through such novelties as nail aprons, memo pads, pencils.

The entire sales force and key yard employees gather at a free dinner meeting once a month to discuss new materials, methods, and the problems common in the business. Thus, they pool their judgment and agree on a uniform policy in troublesome matters.



With its open windows and neon signs facing two streets, the new retail store of the Cheely Lumber Corporation in Miami, Fla., doubled its drop-in sales volume in only six months! Most stock materials are displayed on the movable fixtures. The ornamental iron on mezzanine and stairs give store distinction. Knotty pine makes handsome wall behind sales counter.

Two unusual ways a Texas dealer

PLEASED CUSTOMERS

* So meritorious were the 1952 advertising and public-relations programs of the Dimmit Supply Company in Carrizo Springs, it was presented a Certificate of Outstanding Accomplishment in the 1953 Public Relations Contest conducted by the National Retail Lumber Dealers Association.

The Dimmit entry in this annual competition simply covered two of its activities in Carrizo Springs, a town of some 2,500 population that is the Dimmit county seat, within 40 miles of the Rio Grande and Mexico. These activities were:

1. Sponsorship and production of "Trader Tom," a daily radio broadcast.

2. Promotion of interest in government through newspaper advertising.

This is the way Owner J. H. Mayberry of Radio Station KWTN re-

ported on this dealer's "Trader Tom" radio program:

"The radio program sponsored and also produced by the Dimmit Supply Company of Carrizo Springs, Texas, over Radio Station KWTN during the past year was a 15-minute program broadcast each morning Monday through Friday. It consisted of news items of local interest, announcements for local schools, civic, and religious organizations of general interest, and principally a trading post, announcing sales or trades desired by the public, all of which was broadcast without charge or obligation.

"We found that this program was a very effective means of promoting good-will for the sponsor and radio station as well. We feel that this program carried a very high listening audience in the community, based on regular mail pull.

"Trader Tom" made hundreds of new friends and customers for the Dimmit Supply Company in Carrizo Springs, Tex. This week-day morning radio newscast featured announcements of articles for sale, or wanted, by local residents.

This type of a program has general appeal and is particularly suited to that type of business."

The Dimmit Supply Company attracted listeners to their program by running a one-column ad, seven inches deep, occasionally in *The Carrizo Springs Javelin*, which boldly urged: "LISTEN to Trader Tom—KWTN—6:45 a. m., Monday through Friday."

From July through October during the hot 1952 political campaigns for a new national president and state officials, the Dimmit Supply Company ran eight large display (See PLEASED CUSTOMERS page 100)

**FACILITIES
of
DIMMIT SUPPLY CO.
and all employees
Will be available
on November 4
to assist those who wish to
Vote, to get to the Polls.
Call 58 Now
to make arrangements!**

Display advertisements like these were published in the weekly Carrizo Springs Javelin by this lumber dealer to help obtain a record vote in the 1952 presidential election. These ads were four columns wide. The one at left appeared alongside the reprint page deep by three columns, of a David Lawrence editorial on the privilege of voting. The Dimmit Supply Company also paid for this.

We Repeat --
**Get out and
VOTE
OR
QUIT
BELLYACHIN!**

DIMMIT SUPPLY COMPANY

Phone 58 CARRIZO SPRINGS

* There are too many building supply dealers who don't give a rap about the little guy, and act as though they were doing a favor to sell him a few 2x4's and a can of paint," declared William J. O'Brien, president of the O'Brien Lumber Company, Inc., in Washington, D. C.

This two-year-old firm caters to home-owners, builders, and small contractors. Its sales doubled in the last four months of '53 over the last four months of '52, heading toward a \$400,000 yearly operation. O'Brien credits 75 per cent of his sales to help and instruction offered to his customers.

"There's a tremendous market



The home-owner on the ladder, above, was amazed — but delighted — to discover that he actually could build his own garage, with instruction from O'Brien Lumber Co. personnel. In both photos, Dealer Bill O'Brien, himself, does the kibitzing. O'Brien makes sure his customers get what they need, regardless of price.

Teach 'em to Build

... and they will buy materials, this Washington dealer profitably discovered

for the dealer who is attentive to the needs of the little guy, and who is willing to go all-out in helping him lick his construction and repair problems. The little guy to whom you sell a sheet of plywood today may be the home-owner who wants to finish off his attic tomorrow—or build a two-bedroom house at the beach next summer. There's big business in the home-owner market."

By service, O'Brien meant a willingness to give the customer instruction in carrying through a job, even if it meant going to his home to demonstrate.

O'Brien—who has had construction experience building his own home, finishing his basement, and watching the building of overseas bases for over four years—spares neither time nor effort in responding to a customer's call for help; no matter how small the sale is.

He recalled instances of service that illustrated his policy. A customer who had bought furring

strips requested help on his first attempt at doing his own labor. O'Brien went out to the customer's home, measured the entire job, instructed the customer step by step (which took a considerable amount of time because the house was old and out of plumb) and saw the customer through a complete basement refinishing operation.

Furnishing ceiling material, plywood, and floor tile, O'Brien made a sale of about \$1,000. He even returned several times to show the customer how to drop his ceiling, how to shim uneven walls, and how to work from the center to get a square room.

One afternoon O'Brien spent three hours locating the home address of a customer who had called in regard to window stools.

No specifications had been given and O'Brien decided to go out and measure the depth and width of the stools for himself, to spare the customer the inconvenience of a (See HELP 'EM BUILD page 101)



Texans, Come to Fort Worth for Big 68th Convention!



LAST APRIL, in Galveston, a total of 4,346 persons attended the annual convention of the Lumbermen's Association of Texas. These included 2,303 dealer personnel, 140 lumber manufacturers, 1,104 exhibitors, 732 allied industry rep-

resentatives, and 67 guests. This year, Executive Vice-President Gene Ebersole predicts, even more persons will attend the big 68th convention at Fort Worth!

It begins Sunday, April 11, with advance registration at the Will Rogers Coliseum, and it will end Tuesday night with the grand ball in the Crystal Ball Room of the Texas Hotel.

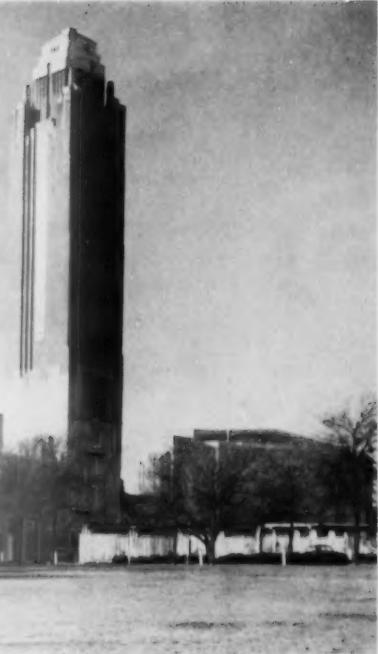
Every building material dealer and supplier in Texas is cordially invited by President John Armstrong, of San Angelo, to attend this convention. It will offer 164 exhibits inside the coliseum and seven "open air" exhibits outside; four panel discussions on the most timely dealer problems and topics of the day; three special speakers; reports on association projects and progress; and entertainment and fellowship galore.

The full program is detailed on the following page, followed by pictures of principal program participants.

The exhibitors are listed, in this special convention section, with their booth numbers and personnel. Information on association and convention personnel follows.

The convention sessions and exhibits will be in the beautiful Will Rogers Coliseum — only a few minutes from downtown Fort Worth.

Shuttle buses will pick up and deliver convention delegates be-



PRESIDENT John Armstrong, above, will preside at business sessions of the Fort Worth convention of the Lumbermen's Assn. of Texas. He heads building supply, real estate, and contracting firms in San Angelo, and lumber yards in Eden and Paint Rock.

tween downtown hotels and the coliseum on a 15-minute schedule during the entire convention. A map of the bus route will appear in the first edition of the Kelley Manufacturing Company's annual "Convention Chatter." Copies will be available also at the coffee bar of Moncrief-Lenoir. The bus service will be provided by the James Bute Company.

While in Fort Worth there are many sites to see, stores to shop, clubs to hop. Details will await you at the convention registration desk and at your hotel.

To save time after arriving for the 68th convention of Texas lumber dealers, register in advance by sending \$5.00 each for your party to: Lumbermen's Association of Texas, Second National Bank Building, Houston 2, Tex. Include \$6.50 per person for the President's Banquet. It will include floor show and dance Monday evening at the Texas Hotel. Don't miss it!

This month and every month
read news of **TEXAS**
DEALERS AND THEIR
ASSOCIATION in your
magazine — SOUTHERN
BUILDING SUPPLIES

PROGRAM for the 68th Annual Convention Lumbermen's Association of Texas - FORT WORTH

Sunday, April 11

8:00 A.M.—**Advance Registration** in Will Rogers Coliseum.
9:00 A.M.—Registration in Will Rogers Coliseum.
9:00 A.M.—**Grand opening** of Building Material Show in coliseum.
4:30 P.M.—Open house with refreshments, concourse of Will Rogers Coliseum.
6:30 P.M.—President's dinner in honor of officers and past-presidents, Silver Lounge, Texas Hotel. (By invitation only)

Monday Morning, April 12

8:30 A.M.—**Exhibits open** for visitors, Will Rogers Coliseum.
9:00 A.M.—Registration begins in Coliseum.
9:00 A.M.—Noon—Hospitality room for ladies open, Long Horn Room, Texas Hotel.
9:30 A.M.—**First business session**, Will Rogers Auditorium. President John Armstrong presiding. Address of welcome by W. B. Henderson.
Report of Nominating Committee by Chairman Warren F. Keys and election of new Board of Directors.
President's Annual Report.
10:00 A.M.—**Panel discussions** in Will Rogers Auditorium. Moderated by Phil Creden. Topic: "Salesmanship." Participants: Al Carr, Robert Aylin, Chessley Grogan, Donald R. Brann.
10:00 A.M.—**Panel discussions** on stage of Will Rogers Auditorium. Moderated by Gene Klein. Topic: "Employee Relations." Participants: Mark Hailey, Ed Taylor, W. H. Curry, Horace Scott.

Monday Afternoon

12:15 P.M. Luncheon for new and old Boards of Directors, Ranger Room, Western Hills Hotel.
12:30 P.M.—Luncheon for wives of directors, Fort Worth Club.
2:00 P.M.—**Second business session**, Will Rogers Auditorium. Panel discussions moderated by P. J. Goodnight. Topic: "Management Problems." Participants: Samson Wiener, Harry L. Richards, Lester Palmer, Arthur Temple Jr.
2:00 P.M.—**Panel discussions** on stage of Will Rogers Auditorium. Moderated by Ralph G. Campbell. Topic: "Yard Efficiency and Controls." Participants: Jake Salmon, Lionel L. Campbell, Arch Blanton, John Moss.

2:30 P.M.—Ladies' sight-seeing tour. Buses leave from Coliseum.

4:00 to 6:00 P.M.—Visit the exhibits in Will Rogers Coliseum.

6:30 P.M.—**Cocktail party** in Silver Lounge, Texas Hotel. Music by Original Dixieland Band, courtesy Texas Lumber Manufacturers Assn. Papa Celestin's band will play for dance after banquet, courtesy TLMA.

8:00 P.M.—**President's Banquet**, Floor Show, and Dance in Crystal Ball Room, Texas Hotel. By ticket, \$6.50 per person *Gulf Coast Lumberman's* Al Brown, toastmaster. Clayton Rand, Gulfport, Miss., humorist, editor, and columnist, will speak.

Tuesday Morning, April 13

8:30 A.M.—**Exhibits open** for visitors, Will Rogers Coliseum.
9:00 A.M.—Registration begins in Coliseum.
9:00 A.M. to 4:00 P.M.—Hospitality room for ladies open, Long Horn Room, Texas Hotel.
10:00 A.M.—**Third business session**, Will Rogers Auditorium. President John Armstrong presiding. Speech by John B. Egan, Snark of the Universe, on "Hoo-Hoo and Its Place in Today's Picture." Speech by Arthur S. Goldman, marketing and research director, *House and Home* magazine, on "Open-End Mortgages."
11:30 A.M.—Report of Resolutions Committee by Chairman F. E. Beecroft.
Report of Lumbermen's Underwriters.
Awarding of prizes.
Installation of officers.

Tuesday Afternoon

12:30 P.M.—Ladies luncheon, Pinecrest Country Club. (By ticket)
1:59 P.M.—**Hoo-Hoo concatenation**, Gold Room, Texas Hotel. Sponsored by Houston Hoo-Hoo Club No. 23.
3:39 P.M.—Hoo-Hoo stag party, Crystal Ball Room, Texas Hotel.
4:45 P.M.—Dutch lunch and drawing for Buick automobile.
9:00 P.M.—**Grand ball**, Crystal Ball Room, Texas Hotel. Music by Henry King's famous orchestra.

SAVE TIME by registering in advance. Registration fee is \$5.00 each for men and women. Banquet tickets are extra at \$6.50 for each person.



ARTHUR S. GOLDMAN, above, will speak on the functions of, and need for, "Open-End Mortgages" Tuesday morning at the Will Rogers Auditorium. A graduate of the University of London's School of Economics, he is director of marketing and research for the magazines **HOUSE & HOME** and **ARCHITECTURAL FORUM**.

★

PHIL CREDEN, below, will moderate the panel discussions Monday afternoon on advertising and merchandising. He studied at the Mass. Institute of Technology and later joined the Chicago Tribune as an advertising and promotion man. He joined the Edward Hines Lumber Co. in Chicago in 1937, and now is its director of public relations. He is chairman of the NRLDA Public Relations Committee and a member of its Merchandising Committee.



GENE KLEIN, below, will moderate the panel discussion on employee relations Monday morning on the stage of the Will Rogers auditorium. He heads the Star Lumber Company in Amarillo, where he served as mayor from 1949 to 1953. He is past-president of the Chamber of Commerce there and a member of the Water Resources Commission of Texas.



CLAYTON RAND, above, will be the speaker at the President's Banquet Monday evening at the Texas Hotel. He is editor of the Dixie Guide and Press at Gulfport, Miss. Also a columnist and book author, he has been a banquet speaker at conventions throughout the nation. He is a graduate of the Harvard Law School, a world traveler, and the winner of two national editorial awards.

★



RALPH G. CAMPBELL, above, will moderate the panel discussion on yard efficiency and controls Monday afternoon on the auditorium stage. He is a partner in the Johnson-Campbell Lumber Company that operates two modern yards in Fort Worth. He holds two degrees from the University of Texas, and is a CPA. He is a director of both the Texas Assn. of Home Builders and the Lumbermen's Assn. of Texas.

These Exhibitors and Friends Will Greet You at the Texas Convention of Lumber Dealers

Will Rogers Coliseum - Fort Worth - April 11-13, 1951

A AND F TILEBOARD COMPANY, INC.	Alexandria, La.	CARTER PAINT COMPANY	Liberty, Ind.
Personnel: J. S. Whiteman, R. J. Bevill, Wes Steger		Personnel: Frank Spillers, Roy Kratzer	
A AND S DISTRIBUTING COMPANY	San Antonio, Tex.	CELOTEX CORPORATION	Chicago 3, Ill.
G. W. ADAMS MANUFACTURING COMPANY	San Antonio, Tex.	Personnel: Marvin Greenwood, E. C. Rautenberg, Dudley R. Utter, A. D. Hardegree, R. H. Tait, A. C. Johnson, Norman G. Seel, Kenneth J. Powers, D. H. Davis, Charles Bond	
AJAX HARDWARE MANUFACTURING CORPORATION	Los Angeles, Calif.	Hotel Headquarters: Hotel Texas	
AKRON HARDWARE MANUFACTURING CORPORATION	Woodside, N. Y.	CENTRAL BUILDING PRODUCTS COMPANY	Fort Worth, Tex.
ALL-WOODS, INC.	Houston, Tex.	Personnel: J. B. Shepelwich, Jerry Scroggins, Ben Thomas, W. Z. Leatherwood Jr.	
ALLIED BUILDING CREDITS, INC.	Houston, Tex.	CERTAIN-TEED PRODUCTS CORPORATION	Ardmore, Pa.
Personnel: Frank E. Anderson, J. C. Michell		Personnel: H. D. Ohm, C. F. Stuebing, J. W. Towsen, E. D. Carpenter, John Wallace, C. W. Hawes	
Hotel Headquarters: Hotel Texas		CLARKE SANDING MACHINE COMPANY	Muskegon, Mich.
ALPRODCO, INC.	Mineral Wells, Tex.	Personnel: John Damminga, F. N. Herrera	
AMERICAN CABINET HARDWARE CORPORATION	Rockford, Ill.	CLARK WIRE AND SUPPLY COMPANY	Houston, Tex.
AMERICAN LUMBER AND TREATING COMPANY	Chicago, Ill.	C. H. COLLIER COMPANY	Dallas, Tex.
AMERICAN SISALKRAFT CORPORATION	Attleboro, Mass.	M. CONWAY AND COMPANY, INC.	Houston, Tex.
ANDERSEN CORPORATION	Bayport, Minn.	Personnel: M. C. Havard, Lennie Piel	
Personnel: Lyle F. Schwieder, John B. Rowland		Hotel Headquarters: Worth Hotel	
ARMOR PAINT PRODUCTS	Oklahoma City, Okla.	COOK PAINT AND VARNISH COMPANY	Fort Worth, Tex.
ARMSTRONG CORK COMPANY	Lancaster, Pa.	Personnel: R. E. McMahan, W. P. McCanne, Joe Williams, S. R. Forsythe, M. F. Sweeney, W. J. Wertzberger, M. N. Roberts	
Personnel: E. J. Stern, W. H. Roth, D. W. Walter, J. M. Wilson		Hotel Headquarters: Texas Hotel	
ATLAS PLYWOOD CORPORATION	Williamsport, Pa.	CUPRINOL DIVISION, DARWORTH, INC.	Simsbury, Conn.
BAKER BRUSH COMPANY	New York, N. Y.	Personnel: David Murray, Charles P. Jarrett	
Personnel: Marshall French, B. C. Edwards, R. L. Edwards, Herman Arroll, M. J. Berger		DAVIS PAINT COMPANY	Kansas City 16, Mo.
Hotel Headquarters: Hotel Texas		Personnel: E. B. Murray, Paul Cunningham, Penny Pendergraft, J. B. Mitchell, C. E. Shedd	
BELKNAP HARDWARE AND MANUFACTURING COMPANY	Louisville, Ky.	Hotel Headquarters: Worth Hotel	
BENNETT-IRELAND, INC.	Norwich, N. Y.	DELTA POWER TOOL DIVISION	
T. J. BETTES COMPANY	Houston, Tex.	ROCKWELL MANUFACTURING COMPANY	Pittsburgh, Pa.
Personnel: C. H. Underwood, W. A. Hancock		Personnel: Ed McCarty, Hub Carlson, Warren Sherman	
Hotel Headquarters: Western Hills Hotel		Hotel Headquarters: Hilton Hotel	
BIRD AND SON	Shreveport, La.	DIERK LUMBER AND COAL COMPANY	Kansas City, Mo.
Personnel: R. F. Jenkins, H. B. Beauchamp		Personnel: Dave Saunders, R. H. Kelly, Hunter Lamb, Morris Wells, J. P. Hart, W. S. Cooper, Clay Burnett, Mrs. J. L. Henderson, Al Koelzer, W. R. Fitzgerald, Herman D. Thomas	
Hotel Headquarters: Hilton Hotel		Hotel Headquarters: Hotel Texas	
BRADLEY LUMBER COMPANY	Warren, Ark.	DILLON SCALE AND EQUIPMENT COMPANY, INC.	Dallas, Tex.
E. L. BRUCE COMPANY	Memphis, Tenn.	DOUGLAS FIR PLYWOOD ASSOCIATION	Tacoma, Wash.
Personnel: Walter J. Wood, Norman Speer, S. R. McGill, C. G. Bullitt		Personnel: Richard E. Anderson, Gerald R. Grossen	
Hotel Headquarters: Western Hills Hotel		E. I. DU PONT DE NEMOURS AND COMPANY	Dallas, Tex.
JAMES BUTE COMPANY	Houston, Tex.	Personnel: P. I. Griffith, R. R. Atkinson, G. C. Haney, R. F. Davis, H. R. Wells	
Personnel: J. Barry York, Glynn F. Martin, Robert Marshall, Ray Nixon, Jim Martin, Reese Brown, J. R. Smith, Houston Duncan, Milton Bohmfalk		Hotel Headquarters: Loring Hotel	
Hotel Headquarters: Hotel Texas		DONALD DURHAM COMPANY	Des Moines, Iowa
WM. CAMERON AND COMPANY, WHOLESALE	Waco, Tex.	Personnel: Donald Durham, Mrs. Donald Durham	
Personnel: H. F. Cummins, B. B. Oliver, E. L. Williams, George Kaiser, W. D. Milner, Haden Bryan, Eldon Hewett, Don Brunson, O. T. Rushin, Grant A. Adkins, William E. Smith		Hotel Headquarters: Hotel Texas	
PHILIP CAREY MANUFACTURING COMPANY	Dallas, Tex.	FIRST BANCREDIT CORPORATION	Dallas, Tex.
Personnel: J. E. Barden, M. V. Coffey, R. F. Turner, Paul Risk, H. P. Muehlenbeck, R. E. Dunham, R. P. Osborne, E. B. Smith, L. S. Haney, T. W. Davis, L. Charles Underwood		Personnel: D. C. Wipf, V. W. Riddle, Jerry Dudley	
		FLEMING AND SONS, INC.	Dallas, Tex.
		FLINTKOTE COMPANY	New Orleans, La.
		Personnel: B. J. Oswalt, J. C. Green, Roy Bartlett II, W. R. Leimenstoll, Jack J. Stiegman, J. Lonnie Thomas, Stuart H. Ralph, G. G. Davenport, F. K. Creswell	
		Hotel Headquarters: Hotel Texas	

FRANTZ MANUFACTURING COMPANY Sterling, Ill.
Personnel: L. F. Storr, Norwood Vicars, Ray Reynolds, J. L. Rutt, A. H. Prestin

FROST LUMBER INDUSTRIES, INC. Shreveport, La.

L. F. GARLINGHOUSE COMPANY, INC. Topeka, Kan.
Personnel: L. F. Garlinghouse, George A. Fischer

GENERAL PLYWOOD CORPORATION Louisville, Ky.

GRANITE CITY STEEL COMPANY Dallas, Tex.

HOUGH SHADE CORPORATION Dallas, Tex.

HOUSE DOCTOR COMPANY Ponca City, Okla.

Personnel: Al Carr, John Shilts, Charles E. Brunson, J. Stewart Bell
Hotel Headquarters: Hotel Texas

HUEY AND PHILIP COMPANY San Antonio, Tex.

W. E. HUFFAKER, INC. San Antonio, Tex.

HUTTIG SASH AND DOOR COMPANY OF TEXAS Dallas, Tex.

Personnel: C. C. Williamson, Max T. Witmer, David Boulton, Ash Huse, Byron Butler, Joe Montgomery, Taylor Spence

INDIANA LUMBERMEN'S MUTUAL INSURANCE CO. Indianapolis, Ind.

INSULITE DIVISION MINNESOTA AND ONTARIO PAPER COMPANY Minneapolis, Minn.

Personnel: H. B. Robertson, E. D. Erickson, D. R. Phillips, M. J. Klein, K. G. MacIntosh
Hotel Headquarters: Hilton Hotel

ROY JACOBS COMPANY Houston, Tex.
Personnel: John Crossley, Bernard Spitzer, Roy Jacobs

JOHNS-MANVILLE SALES CORPORATION New Orleans, La.

JONES-BLAIR PAINT COMPANY, INC. Dallas, Tex.
Personnel: A. W. Frost, E. D. Miller, L. R. McIlheran, Oren M. Anderson, William Coward
Hotel Headquarters: Worth Hotel

K AND M BUILDERS SUPPLY, INC. Dallas, Tex.
Personnel:
Hotel Headquarters:

KEASBEY AND MATTISON COMPANY Ambler, Pa.
Personnel:
Hotel Headquarters:

KIRBY LUMBER CORPORATION Houston, Tex.
Personnel: J. Kirby Herndon, Herndon L. McNeill, Watson S. Frick
Hotel Headquarters: Western Hills Hotel

KOCHTON PLYWOOD AND VENEER COMPANY, INC. Chicago 7, Ill.
Personnel: H. K. Elliott, Ron Bliven, Bill Butler, Bob Wolford
Hotel Headquarters: Hotel Texas

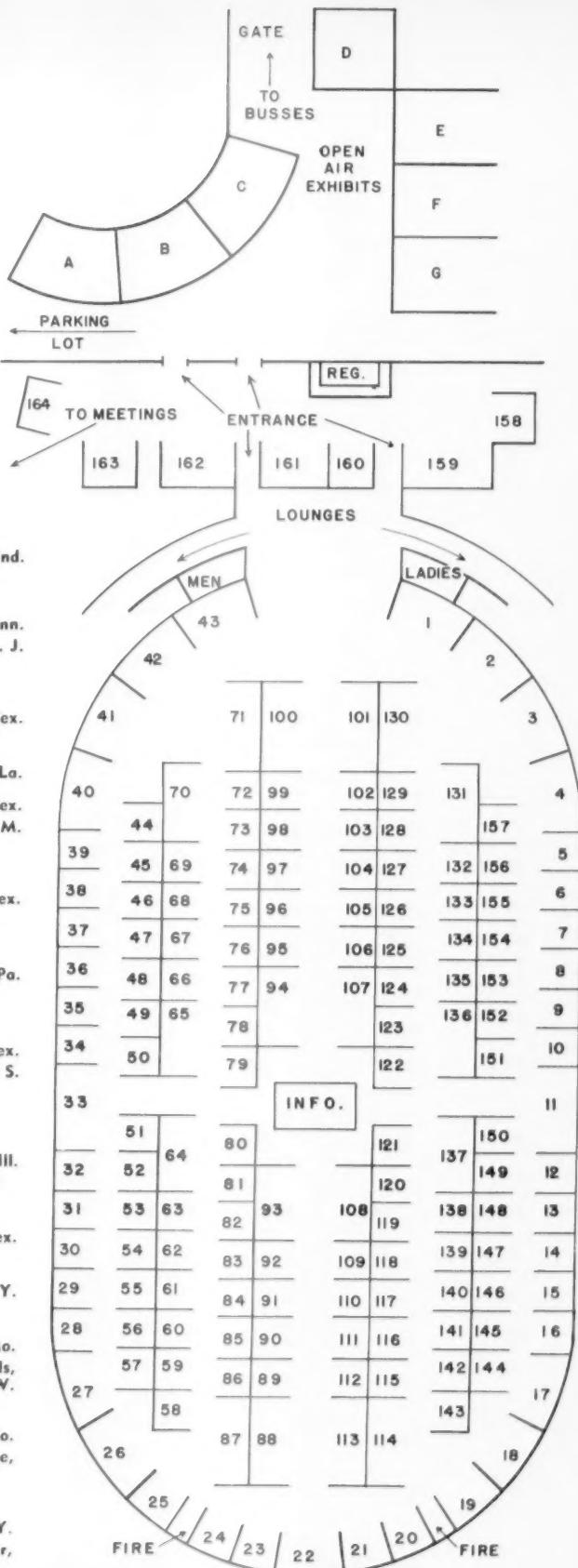
LIPTON STAPLE COMPANY Dallas, Tex.
Personnel: Al Lipton, Tom Hollingsworth

LOCAL TRADEMARKS, INC. New York, N. Y.
Personnel: R. F. Purpus, M. K. Weil

LONG-BELL LUMBER COMPANY Kansas City, Mo.
Personnel: V. H. Baker, R. J. Butler, L. L. Gibson, G. W. Hills, C. A. Kupka, C. C. Phillips, D. L. Rochon, V. A. Sells, A. W. Sharp, G. W. Willson

LOWE BROTHERS COMPANY Kansas City, Mo.
Personnel: W. D. Moore, L. G. Jones, R. A. Glover, L. F. Lange, L. L. Milstead, R. F. Stephenson
Hotel Headquarters: Hotel Texas

LUMITE DIVISION, CHICOPEE MILLS, INC. New York, N. Y.
Personnel: Tom Lynch, George H. Day II, James W. Veeder, John H. Morrison Jr., Robert A. Mitchell, William Volk



MACHINERY SALES AND SUPPLY COMPANY	Dallas, Tex.	REYNOLDS METALS COMPANY	Louisville, Ky.
Personnel: Don Gill, Ross Martain, Jim Daly, Don Derry			
MACKLANBURG-DUNCAN COMPANY	Oklahoma City, Okla.	RILCO LAMINATED PRODUCTS, INC.	Manhattan, Kan.
Personnel: Charles A. Symonds, Paul Miller, James Prince, Harold Ward, Benny Craighead, Paul Lyons, R. A. Macklanburg Sr., R. A. Macklanburg Jr., Paul Floyd, Harold Kranz		Personnel: C. E. McEvoy, L. E. Boyd, F. M. Hoppert, J. B. Caton	
MAJESTIC COMPANY	Huntington, Ind.	ROUNDS AND PALMER COMPANY	Dallas, Tex.
Personnel: R. D. Hall, G. Jim Spentzos		Personnel: B. B. Butler, Charlie Norwood, Carol Waldt, Dick Palmer, John Newton, Ray Coleman, Ross Morgan, Cecil Williams	
MARSH WALL PRODUCTS, INC.	Dover, Ohio	RUBEROID COMPANY	Dallas, Tex.
Personnel: E. A. McDonnell, H. L. Powell, R. V. Carrell		RUDIGER-LANG COMPANY	New Orleans, La.
Hotel Headquarters: Western Hills Hotel		Personnel: John F. Disimone, Alfred H. David	
MASONITE CORPORATION	Chicago, Ill.	F. C. RUSSELL COMPANY	Cleveland, Ohio
Personnel: W. H. Buchanan, Mack A. Elston Jr., T. J. Evans, G. H. Fowlkes, E. W. Hadland, L. E. Johnson, P. C. Record, A. R. Reid		Personnel: Drew Martin, Gar Overman	
Hotel Headquarters: Hotel Hilton		S M S MANUFACTURING COMPANY, INC.	Midwest City, Okla.
MENGEL COMPANY, PLYWOOD DIVISION	Louisville, Ky.	S AND S SALES COMPANY	Dallas, Tex.
Personnel: O. A. Barnes, R. F. Kulmer, W. B. Tyrrell		Personnel: Oscar M. Seale, Exton Harris, John Stovall, W. N. Seale	
N. MERFISH PLUMBING SUPPLY CO.	Houston, Tex.	Hotel Headquarters: Loring Hotel	
MINNESOTA PAINTS, INC.	Minneapolis 15, Minn.	ALEXANDER SCHROEDER LUMBER COMPANY	Houston, Tex.
MONCRIEF-LENOIR MANUFACTURING COMPANY	Houston, Tex.	SEIDLITZ PAINT AND VARNISH COMPANY	Kansas City, Mo.
MONSANTO CHEMICAL COMPANY	St. Louis, Mo.	SEWALL PAINT AND VARNISH COMPANY	Dallas, Tex.
MOULD CITY PAINT AND COLOR COMPANY	St. Louis, Mo.	Personnel: J. L. Owen, E. O. Horton, Harry Sims, Harry A. Corl, E. Frank Adams, R. L. Elliott, R. A. Tramel	
NATIONAL CHEMICAL AND MANUFACTURING CO.	Chicago, Ill.	Hotel Headquarters: Worth Hotel	
Personnel: Hal Goggan		SHERWIN WILLIAMS COMPANY OF TEXAS	Dallas, Tex.
NATIONAL GYPSUM COMPANY	Buffalo, N. Y.	Personnel: R. E. Sprinkel, H. H. Menefee, P. E. Dietz, J. L. Crow	
Personnel: Clyde A. Cook, C. B. Gowan, Don Kernalde, Joe L. Phillips, R. K. McClain, F. W. Moore, R. D. Bradshaw, R. C. McPherson		Hotel Headquarters: Hotel Texas	
Hotel Headquarters: Worth Hotel		SITKA SPRUCE LUMBER AND MANUFACTURING COMPANY	Kansas City, Mo.
NATIONAL LOCK COMPANY	Rockford, Ill.	Personnel: B. C. Maddox, Mrs. B. C. Maddox, Morton E. Meadows, Earl A. Hogan	
Personnel: Warren Le Master, Paul Geranson, H. M. Johnson, A. J. Strandquist		Hotel Headquarters: Hotel Texas	
Hotel Headquarters: Western Hills Hotel		SOUTHERN METAL PRODUCTS CORP.	Memphis, Tenn.
NATIONAL PLAN SERVICE	Chicago, Ill.	Personnel: Richard P. Rodenbaugh, Robert J. Graubman	
Personnel: W. G. Cunningham		Hotel Headquarters: Worth Hotel	
NATIONAL STEEL PRODUCTS CO.	Houston, Tex.	SOUTHERN PINE ASSOCIATION	New Orleans, La.
NEW PROCESS ROOFING AND SUPPLY CORPORATION	Dallas, Tex.	Personnel: C. R. Frazier, V. W. Cothren	
O'BRIEN CORPORATION	Oklahoma City, Okla.	SOUTHERN PINE LUMBER COMPANY	Diboll, Tex.
Personnel: Jack F. Dykstra, John B. Miller, J. P. Mulvehill		Personnel: W. Temple Webber, Latone Temple, Bob Burns, Herschell Payne, Jack Hollingsworth, Joe King, Howard Varner	
Hotel Headquarters: Hotel Texas		Hotel Headquarters: Hotel Texas and Western Hills Hotel	
PATTERSON-SARGENT COMPANY	Fort Worth, Tex.	SOUTHWEST LUMBER MILLS, INC.	Phoenix, Ariz.
PEDEN IRON AND STEEL COMPANY	Houston, Tex.	Personnel: H. O. Mehen, T. R. Allen	
PERMA PRODUCTS CO.	Cleveland, Ohio	Hotel Headquarters: Hotel Westbrook	
Personnel: Ollie Mathies, E. T. Allen, Ron T. Dixson		SOUTHWESTERN GLASS AND PAINT CO.	Wichita Falls, Tex.
Hotel Headquarters: Hilton Hotel		SOUTHWESTERN STEEL PRODUCTS COMPANY	Houston, Tex.
PITTSBURGH PLATE GLASS COMPANY	Fort Worth, Tex.	SOUTHWOOD CORPORATION	Fort Worth, Tex.
Personnel: W. Graydon Beasley, T. W. Clardy, Leroy Sherrill		Personnel: A. J. Haueisen, R. N. Lochridge, L. R. Brown	
Hotel Headquarters: Hilton Hotel		Headquarters: Company plant at 1300 E. Berry Street	
PORTER-CABLE MACHINE COMPANY	Syracuse, N. Y.	SPACEMASTER DOOR SALES COMPANY	Dallas, Tex.
PRATT PAINT AND VARNISH COMPANY, INC.	Dallas, Tex.	Personnel: J. R. Gargotta, Elmer F. Dorsey, D. R. Nelson	
PRESTILE MANUFACTURING COMPANY	Cicero, Ill.	Hotel Headquarters: Hotel Texas	
READY HUNG DOOR CORPORATION	Fort Worth, Tex.	STANDARD DOOR AND LUMBER COMPANY, INC.	Fort Worth, Tex.
REARDON COMPANY	St. Louis, Mo.	Personnel: Rodney Napier, Johnny C. Murphy, H. A. Gillis, C. C. Brewer	
Personnel: W. L. Harper, James E. Cody, R. W. Gowin, T. R. Maxwell		Hotel Headquarters: Western Hills Hotel	
Hotel Headquarters: Hotel Texas		STEBBINS AND ROBERTS, INC.	Little Rock, Ark.
RED CEDAR SHINGLE BUREAU	Seattle, Wash.	Personnel: J. Sterling Adamson, Henry W. Russell, W. A. Gill, Wayne Ryburn	
Personnel: Virgil G. Peterson, George Messner		Hotel Headquarters: Western Hills Hotel	
		STERLING HARDWARE MANUFACTURING COMPANY	Chicago, Ill.
		Personnel: James D. W. Lloyd, Ken Berning	

TAVART COMPANY	Paramount, Calif.	VUDOR SALES COMPANY	Dallas, Tex.
TENNESSEE FABRICATING COMPANY	Memphis, Tenn.	WALLACE MANUFACTURING COMPANY	North Kansas City, Kan.
Personnel: Bob Abernathy, I. Chick Schaffer, Abe Sauer, Frank V. Lockefer, Lewis Curtis		Personnel: C. J. Black, R. G. Wallace Jr.	
Hotel Headquarters: Westbrook Hotel			
TEX-A-PANEL MANUFACTURING COMPANY	Dallas, Tex.	WEATHERPROOF PRODUCTS CORPORATION	Kansas City 14, Mo.
TEXAS DRY CONCRETE COMPANY	Fort Worth, Tex.	WEST COAST LUMBERMEN'S ASSOCIATION	Portland, Ore.
TEXAS FOUNDRIES, INC.	Lufkin, Tex.	WESTERN PINE ASSOCIATION	Portland, Ore.
TEXAS PAINT AND VARNISH COMPANY, INC.	Dallas, Tex.	Personnel: David Lucas	
TEXAS SASH AND DOOR COMPANY	Fort Worth, Tex.	WEYERHAEUSER SALES COMPANY	St. Paul, Minn.
TEXAS VERMICULITE COMPANY	Austin, Tex.	Personnel: George V. Fredrickson, R. C. Blakeslee, R. F. Brown, H. D. Crowther, L. D. Jones, E. R. Kirsch, R. O. Lehman	
Personnel: R. R. Moran, G. W. Schwartz, G. R. Stark		WOOD CONVERSION COMPANY	St. Paul, Minn.
TEXLINE PAINT MANUFACTURING COMPANY	Dallas, Tex.	Personnel: A. F. Crane, T. A. Curran, D. W. Young	
TRIANGLE JACK COMPANY	Haysville, Kan.	WOODALL INDUSTRIES, INC.	Laurel, Miss.
Personnel: Ted Breed, Mrs. Ted Breed		Personnel: Al Vos, Chuck Binna, George Terry	
UNITED STATES GYPSUM COMPANY	Chicago, Ill.	Hotel Headquarters: Hilton Hotel	
U. S. MENGEI PLYWOODS, INC.	Dallas, Tex.	ZEGERS, INC.	Chicago, Ill.
		Personnel: G. B. Geston, E. A. Zegers	

Association Offers Dealers 21 Services

By joining the Lumbermen's Association of Texas, an eligible retailer gets "two memberships for one." Since this state body is affiliated with the National Retail Lumber Dealers Association, the dealer is served by both.

The Texas association offers 21 different services, most of which are

of value and help to each dealer. NRLDA in particular renders these three services: (a) supports programs and legislation which will protect and expand the market for building materials and promote better appreciation of the industry's functions and services; (b) advocates Federal rulings and actions which will enable the industry to operate efficiently and maintain its position of leadership in the building industry; (c) opposes legislation, rulings, and programs which would be con-

trary to the best interests of the industry.

Here, in a nutshell, are the 21 services provided members by the state association from its offices.

1. *State Affairs Committee* — scrutinizes state legislation and calls attention to proposals affecting the industry.

2. *Weekly Bulletin Service* — carries items of educational interest, tax information, public-relations ideas, news of legislation and bureaucracy, advertising material, and informa-

Convention Chairmen

HERE ARE the friendly folks who head the various committees for this dealer convention in Fort Worth:

GENERAL ORGANIZATION — W. B. Henderson, chairman; W. B. Ferguson, co-chairman; J. Lee Johnson Jr., honorary chairman.

LADIES' ACTIVITIES — Mrs. E. B. Ingram, chairman; Mrs. Ralph G. Campbell, co-chairman.

RECEPTION — Clyde A. Penry, chairman.

ENTERTAINMENT — J. Lee Johnson III, chairman.

PRESIDENT'S BANQUET — C. P. Hadley, chairman.

HOO-HOO ACTIVITIES — Howard L. Varner, chairman.

TRANSPORTATION — Ralph G. Campbell, chairman.

HOUSING — A. B. Sammons, chairman.

EXHIBITS AND FACILITIES — Eldon L. Lewis, chairman.

GOLF TOURNEY — Arch Blanton, chairman.

LOCAL REGISTRATION — E. H. Pope, chairman; Harold Skinner, Tillie Smith.



MRS. E. BRINTON INGRAM, above, is Ladies Activities chairman for the Fort Worth convention. The wife of the president of the Bucy-Ingram Company, she is a graduate of Baylor University and a leader in the Camp Fire Girls, Y. W. C. A., polio drive, and other children's activities.



W. B. HENDERSON, above, is general convention chairman. A graduate of both Texas Christian University and New York University, he is president of the Chickashaw Lumber Co. and a civic leader in Fort Worth. He has headed LAT and the Kiwanis and Lumbermen's clubs in Fort Worth.



THIS TRIO are always at the service of members of the Lumbermen's Association of Texas—the some 1,300 retail yards and the some 200 suppliers and manufacturers who are "associate members." Pointing to the exhibit floor plan is Miss Tillie Smith, convention and office secretary. Seated is Gene Ebersole, executive vice-president, flanked by Vincent Ogletree, the industry's "traveling-est" association secretary.

tion on new building products.

3. *National Affairs Committee*—Texas dealers join others from throughout the nation in keeping abreast of legislative proposals and safeguarding industry welfare.

4. *Convention and Building Material Show*—held annually at different Texas cities to provide exhibits, fellowship, entertainment, and timely business discussions.

5. *Collection and Credit Service*—supplied through the 17-year-old Lumber Credit Protective Bureau. Its service meets Internal Revenue requirements to make every effort to collect Accounts Receivable before charging them off.

6. *Dealer Data Products Book*—furnishes dealer latest information on building materials, specifications, and construction needed to complete sales. Additional mailings are sent to keep loose-leaf "price book" or "catalog" up to date.

7. *Dealer Operating Guide*—passes on to members the proven "know-how" of the industry on merchandising, management, and operating procedures.

8. *Plan Service Department*—provides home plans and plan books through National Plan Service, Inc.

9. *Dealer Services*—such as calendars, posters, material lists, etc., are provided through NPS via the association office.

10. *National Handbook*—safeguards against hit-or-miss figuring

and estimating. Provides dealer and contractor customers quick help on reading plans, listing materials, estimating costs.

11. *Group Hospitalization Insurance*—scores of Texas dealers provide sickness and accident protection for their employees through this low-cost association service.

12. *Top Management Schools*—originated at SMU by LAT to aid owners and managers of lumber yards to exchange ideas and learn latest ways to better employee relations.

13. *Short Retail Training Courses*—held annually at SMU under the association sponsorship to train personnel for 30 days intensively in building material distribution.

14. *Four-Year Course*—promoted at Texas A and M College so young men may major in building products marketing and earn a BA degree.

15. *Digest of Texas Lien Laws*—prepared by Zimmerman especially for the association members.

16. *Employment Service*—through it the association helps dealers to find and place experienced employees.

17. *Advertising Counsel and Information*—advertising suggestions and advice supplied dealers by the association's retained professional counsel.

18. *Legal Advice*—available to members through association attorneys at Austin.

19. *Buying Service*—provided by

association to members on "hard to get" or "hard to find" items.

20. *Freight Bill Audit*—this service is available for one-half the cost of any excess freight charges recovered by the association's Traffic Dept.

21. *Building Codes*—continuous effort made to improve and modernize them by cooperation of Texas association with code and trade bodies.

"Mr. Hoo-Hoo" Speaks



No Texas convention of lumber dealers would be complete without some serious fellowship and fun for Hoo-Hoo members. And this year's activities for the Cats will be highlighted by the presence of John B. Egan, grand snark of the universe, who is district manager of the Wood Conversion Company in Minneapolis.

Snark Egan will speak at the Tuesday morning business session on "Hoo-Hoo and Its Place in Today's Picture." He will play a prominent part in the Hoo-Hoo concatenation in the Gold Room of the Texas Hotel Tuesday at 1:59 p.m.

This initiation of Kittens will be followed at 3:39 p.m. in the hotel's Crystal Room by the stupendous Hoo-Hoo stag party. Following this, the Dutch lunch will be held at 4:45 p.m., and a Buick automobile will be won by some lucky ticket-holder—even if he is not present.

Tickets to this affair are being sold by Hoo-Hoo clubs throughout Texas now to raise funds for financing the 63rd International Hoo-Hoo convention at the Shamrock Hotel in Houston in September. Bill Russell, 50220, general chairman for the national conclave, conceived the Dutch lunch and drawing as a means to help collect some of the \$12,000 budgeted for making the Houston Hoo-Hoo confab memorable.

The chairman for all these Hoo-Hoo activities at the Fort Worth convention is Howard L. Varner.



Profits grow faster when you push General Doors

You don't have to re-sell your customers on General Doors every time they order materials.

They know that these quality doors are always cheaper in the long run. They are easier to finish, easier to hang and they look better to the homeowner. That means no complaints, no costly call-backs, no claims, no adjustments.

That is why dealers push General Doors, why they have made General the largest producer of flush doors.

ALL General Doors are HOT Plate Pressed

GENERAL
Gibraltar

General Plywood Corporation
Louisville 12, Kentucky



*The Doors that pass
the "Elephant Test"*

**KENTUCKY
Colonel**
FLUSH DOORS

SAVE On the Job TIME and MONEY

Use
**SHAKERTOWN
SIDEWALLS**

to complete more homes faster
under the most severe conditions



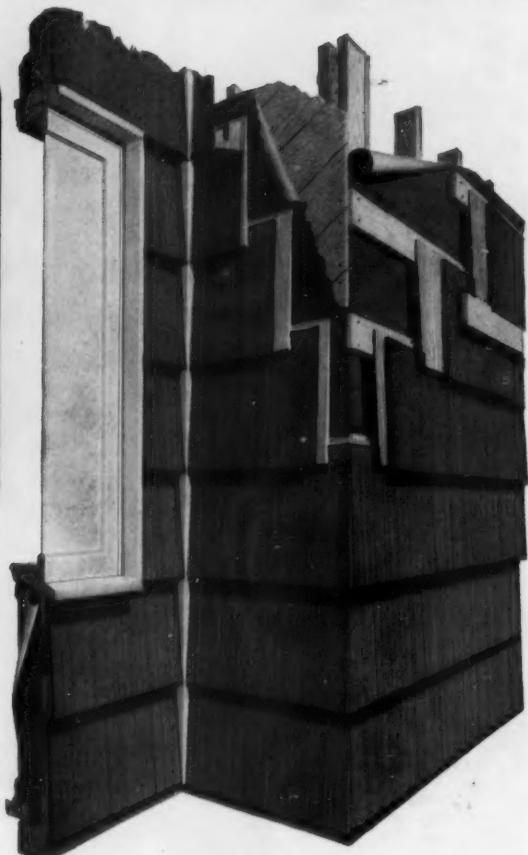
Double-coursed
Shakertowns are easy
to apply, provide wide
range of distinctive
styling.

Weather won't hold up construction—when you use Shakertown Sidewalls. These No. 1 cedar shingles are truly factory finished, require no further staining or painting on the job.

Weather often means delay on project homes—and costs mount quickly. Shakertowns are available in quantity. No skilled labor needed—a strip of shiplap for nailing guide is the only "extra" in the way of equipment.

Weather demonstrates Shakertowns' inherent advantages. Cedar shingle exteriors have millions of tiny air cells—nature's perfect insulation—to provide homes that are warmer in winter, cooler in summer. Cost less for maintenance and upkeep, too.

Get the SHAKERTOWN Facts! If you have an important job coming up, why not find out how Shakertown Sidewalls can save you time and money—increase your profits, too! Write, wire or phone the address below—today.



JOB-PROVED!

Make full use of these Shakertown Advantages

1. No staining or finishing on the job. Shakertowns come ready to apply.
2. Quick, easy application at low labor cost.
3. No scarce or critical materials required.
4. Wide range of colors and styling gives distinctive appearance.

... Build with Shakertowns!

THE PERMA PRODUCTS COMPANY
7001 Morgan Avenue Cleveland 27, Ohio



**SOUTHERN STATES
IRON ROOFING COMPANY**



Get Better Tension Screens

Buy **BURNS**

from **SIRCO**



Burns Screens are a better answer to the ever-increasing demand for tension screens — and here's why:

HARDWARE WITH SALES APPEAL

Tensioning hardware designed for easiest installation and fastening. Screws located to prevent splitting of blindstop.

FITS MORE WINDOW DESIGNS

Bottom bar adjustable 1 1/4 inches to fit offset or uneven sills.

EASY TO STOCK, EASY TO SELL

Individually packaged in attractive carton. Easier handling, safer storage, more effective display.

A SOUTHERN PRODUCT

Made in the South with most modern equipment and methods. They cost you less, and you get immediate delivery on special orders.

The sooner you get your order in, the sooner you will enjoy a bigger share of the growing demand for tension screens. Contact the nearest SSirco warehouse.

OUR COMPLETE STOCK SAVES YOU TIME AND MONEY!

ALUMINUM

Reynolds LIFETIME sheet, bar, rod; architectural and structural shapes; roofing, siding, and accessories; rain carrying equipment.

STEEL

Hot and cold rolled sheets, fabricated or flat; roofing, siding, and accessories; rain carrying equipment; steel drums; fence posts.

BUILDING MATERIALS

Plywood, Flush Doors, board form insulation and Hardwood, Batt and blanket form insulation.

Miami-Carey cabinets, Shakertown cedar shingles, Louvers and ventilators, Barclay plastic-coated panels, Alsynite translucent glass fiber panels.

SSIRCO SERVES THE SOUTH



Southern States Iron Roofing Co.

Savannah, Ga. Atlanta, Ga.

Tampa, Fla. Miami, Fla.

Birmingham, Ala. New Orleans, La.

Jacksonville, Fla.

Nashville, Tenn. Memphis, Tenn.

Louisville, Ky. Columbia, S. C.

Raleigh, N. C.

Richmond, Va.

industry NEWS

Houston Fires Set by "Thrill-Hunting" Boy

The arsonist who set fires in five lumber yards in Houston, Tex., last fall resulting in losses totaling \$1,000,000 has confessed to police fire investigators.

He is a 17-year-old boy. He had been investigated four years ago by police, who quoted his mother as saying he was peculiar and had always gotten a big thrill out of fires. He liked to burn newspapers in the water heater!

He also confessed to setting fires in furniture stores and a theater where he worked. He will be treated as a psychiatric case. The Houston Retail Lumber Dealers Assn. will pay rewards totaling \$1,050 to the party accredited by police with apprehending the arsonist.

Farm Building Course

The fourth annual lumbermen's short course on farm-building construction, to be held in Stillwater at the Oklahoma A & M College, March 25-27, is open to lumber dealers and their employees from any state in the nation, announced W. M. Morgan. He is secretary of the sponsoring organization, the Oklahoma Lumbermen's Assn.

During the three-day course, students will learn about the potential farm and ranch market, plan services of farm buildings, good building techniques, fire prevention in lumber yards, wood treatment and preservation, and farmstead planning.

New Fund-Raising System

Fund-raisers everywhere can profit from this technique used by a Burwell, Neb., church pastor when his church needed an insulation job this winter.

Rather than pass the plate for the necessary cash, he asked each church member to contribute a bag of loose-fill vermiculite insulation, costing about \$1.50.

Lumber yards took orders, wrote members' names on the bags, and delivered the loads. The gimmick caught on, and soon nearly everyone in town, including members of other churches and lumber-yard workers, was buying vermiculite insulation for the church.

Result: a warm church and an even warmer-spirited town.

829,000,000 Pounds of Aluminum!

THE REYNOLDS Metals Co. has an annual production capacity of 829 million pounds of versatile aluminum, now that new plants in both Texas and Arkansas are in full operation.

Reynolds' new Robert P. Patterson aluminum reduction plant, located near Arkadelphia, Ark., is named in honor of the late company vice-president and director. It has an annual rated capacity of 110 million pounds of virgin aluminum.

J. W. Hutchison is manager of the new plant, which cost an estimated \$34 million and was entirely privately-financed. The "pot rooms," where metallic aluminum is produced, are 1,827 feet long. About 400 workers will be employed when the plant reaches full production.

Reynolds Metals operates another reduction plant in Arkansas — the Jones Mills facility, located in north Hot Spring county. Alumina, which is converted into metallic aluminum at the reduction plants, is supplied by the Reynolds alumina plant at Hurricane Creek. The basic ore —

bauxite — is mined by a subsidiary Reynolds firm near Bauxite, Ark.

The LaQuinta alumina plant of the Reynolds Reduction Company, a wholly-owned subsidiary of Reynolds Metals Company, is now in operation on the north shore of Corpus Christi Bay in south Texas. The plant has a rated output of 1,000 tons of alumina daily, is operated continuously by 1,550 employees.

"This installation is unique in several respects," Vice-President J. Louis Reynolds pointed out. "It is the first alumina plant to be built in Texas. With the huge San Patricio reduction plant next door, it now gives Texas a completely integrated bauxite-to-aluminum operation."

Taking advantage of mild Texas weather, all the equipment is located out-of-doors. The facilities are built in two independent sections, each with a rated capacity of 500 tons of alumina daily.

LaQuinta is designed especially to process Jamaica bauxite. Ocean-going vessels bring the bauxite up a 6½-mile channel, 32 feet deep, across



Completion of the LaQuinta alumina plant on the north shore of Corpus Christi Bay in south Texas provides a completely integrated ore-to-aluminum operation between it and the new Reynolds Metals Co. San Patricio reduction plant, seen in background of photo. Bauxite from Jamaica is unloaded at the pier of the LaQuinta plant, foreground, and unloaded and moved by belt conveyors. The unique LaQuinta facility is operated by the Reynolds Reduction Co., a Reynolds Metals Subsidiary.

Corpus Christi Bay to a new pier constructed on the waterfront at the plant site. Here the ore is unloaded by belt conveyors and stored prior to processing.

One-Story Schools of Timber Recommended

Taxpayers of 37 local school districts in 14 states, for which nearly \$8-million of additional Federal funds have been allocated by the U. S. Office of Education for school construction, should urge their school officials to give full consideration to one-story school buildings of wood, using the latest developments in engineered timber construction, according to Harry G. Uhl, president of the Timber Engineering Co. in Washington, D. C.

These States are scheduled to receive the additional \$7,800,389 to help "provide the necessary classroom accommodations for their increased enrollment because of nearby Federal installations" — California, Georgia, Illinois, Kansas, Maine, Massachusetts, Nebraska, New Jersey, New Mexico, Nevada, Ohio, Oklahoma, Texas, and Washington.

The Federal funds are "tentatively reserved . . . subject to final action upon application," according to U. S. Education Commissioner S. M. Brownell.

"For maximum safety and comfort of the students, plus economy for their taxpaying parents, engineered timber construction is unsurpassed," said Uhl. "Maximum natural lighting and proper ventilation, so inducive to scholastic achievement, are economically provided by clear-span Teco trussed rafters or longer timber roof trusses. Load-bearing partitions are eliminated, thus adding to the versatile utilization of the entire structure.

"Not only are the safety, health, and comfort of the youngsters enhanced by this type of modern construction, but the taxpayer's shrinking dollar takes on broader effectiveness when plentiful timber is used."

School board members, parent-teacher organization officials, architects, engineers, and builders may obtain free copies of the "School Buildings Your Tax Dollar Can Afford," on request to Timber Engineering Company, Dept. SBS, 1319 18th Street, N.W., Washington 6, D. C.

Consulting Forester

Robert F. DuLaney has opened an office in Atlanta, Ga., as a consulting forester, specializing in timber appraisals, growth studies, manage-

CONTROLLED MOISTURE CONTENT



Standardized drying schedules are maintained in C. D. Johnson's 26 dry kilns by means of the most accurate of temperature and humidity recorder-controller instruments. Thus the final moisture content of your lumber will be exactly what you specify . . . another reason why it pays to place your order with C. D. Johnson.

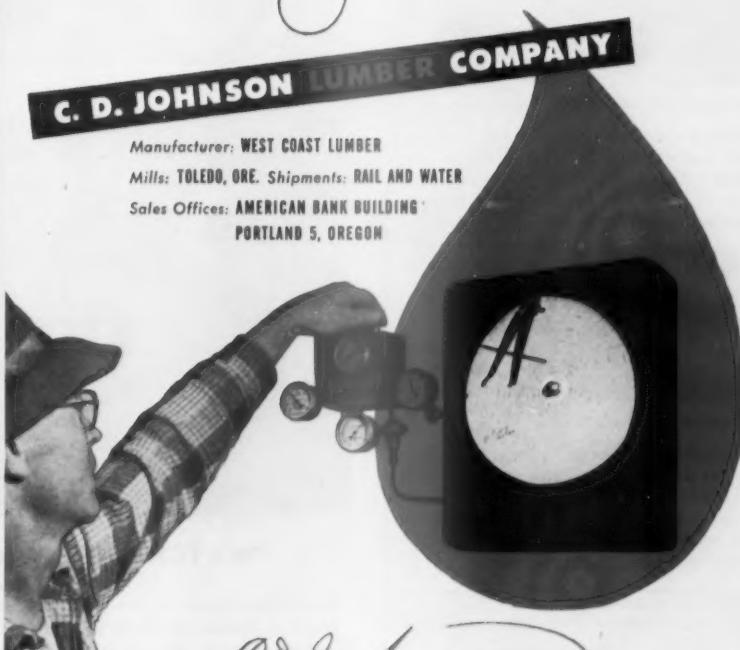
C. D. JOHNSON LUMBER COMPANY

Manufacturer: WEST COAST LUMBER

Mills: TOLEDO, ORE. Shipments: RAIL AND WATER

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TRADEMARK OF QUALITY LUMBER

 DIVISION OF
GEORGIA-PACIFIC PLYWOOD COMPANY

JOIN the FABULOUS FIBERGLAS PARADE To PROFIT with

RESOLITE



- the TRANSLUCENT PANELS with
- MOST POWERFUL PROMOTION
- GREATEST SALES APPEAL
- MOST COMPLETE ACCESSORIES

Fiberglass-reinforced panels are sweeping the country. And RESOLITE—composed of *two-ounce* Fiberglass mat—is the top-grade translucent structural panel. Produced by a pioneer manufacturer, Resolite has gained nation-wide acceptance through aggressive distribution, top dealer support and hard-hitting national advertising. Resolite's huge production capacity guarantees speedy delivery and lower dealer



NATIONAL ADVERTISING

LITERATURE

inventory. Advertising in leading popular and trade magazines builds consumer acceptance among millions of readers, gives dealers thousands of live leads. Resolite's powerful merchandising aids include: eye-catching displays, colorful literature, newspaper mat service, direct mail and "do-it-yourself" instructions.



ACCESSORIES

tie-in sales of accessories and related products. Resolite has the most complete line of accessories on the market. Send the coupon below for complete information on a Resolite Dealership, samples and Resolite's idea-packed promotion package.

RESOLITE CORP.
Box 521, ZELIENOPLE, PA.

Send Resolite Dealership Information to:

Name: _____

Company: _____

Address: _____

City: _____ State: _____

Distributors Principal Cities, U.S. and Canada

ment plans, and allied lumber interests.

A forestry graduate of the University of Georgia, DuLaney had recently been forester for the Williams Brothers Lumber Co. Before that he was forester for DeKalb county and served with the Georgia Forestry Commission.

His offices are at 749 Daniel Avenue, S. E., Atlanta, Ga.

HEADS PAINT FIRM



personnel parade

Ceco Steel Products . . . HAROLD D. JOLLEY, senior vice-president, has been appointed to the newly-created position of senior vice-president and manager of sales. ELMER T. GUSTAFSON took over Jolley's former duties as vice-president of the structural products division.

United States Gypsum Co. . . . A. J. WATT has been promoted to merchandise manager of dealer sales. Formerly he was assistant general merchandise manager. He joined USG in Pittsburgh in 1938.

Thomas Industries . . . Verall Moe, vice-president of this lighting fixture firm, recently announced the appointment of R. W. MINETT JR. as sales manager of the Moe Light Division. Previously, Minett held the position of sales promotion and advertising manager.

G. R. SEIDLITZ, above, has succeeded his father as president of the Seidlitz Paint and Varnish Co. in Kansas City, Mo. His father C. N. Seidlitz is now chairman of the board and executive committee. A 1938 graduate of Cornell University, G. R. Seidlitz has been with the firm ever since except for five years' service in the U. S. Navy during World War II. He rose to lieutenant commander. He became vice-president and sales manager in 1948, and general manager in 1950.



"WATCH THE TREND TO MODERN WOOD"

Something new at the 10th annual exposition-convention of the National Assn. of Home Builders in Chicago was the group of exhibits of woodwork manufacturers and their trade associations at the Hotel Sherman. Twenty-five such exhibitors commanded 340 feet of the exposition aisles. The theme of all the exhibits was "Watch the Trend to Modern Wood." New styles and finishes of exterior and interior doors, front entrances, mantels, and other woodwork were displayed with signs stressing the decorative versatility and durability of wood. Spearheading this industry showmanship were the National Woodwork Manufacturers Assn. and Ponderosa Pine Woodwork.



This "peeler" log was once part of a giant Douglas fir that grew in Oregon's rich rain forests.

It is shown here in an Associated mill at the beginning of its transition from raw log to finished product. At the end of the manufacturing line it is excellent plywood, grademarked and trademarked in a double guarantee of quality.

For more than 30 years APMI has been making plywood from fine timber, in modern mills equipped with the best of machinery and with hundreds of skilled workmen.

This plywood is shipped to major building and distribution areas and is sold by veteran plywood men. We welcome your inquiries.

*and it's
sold here*

BRANCH SALES WAREHOUSES:

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Worley Road, Greenville, S. C.
925 Toland St., San Francisco, Cal.
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ASSOCIATED PLYWOOD MILLS, Inc.

GENERAL OFFICES: EUGENE, OREGON

Plywood plants at Eugene
and Willamina, Oregon
Lumber mill at Roseburg, Oregon

GOOD GULF NAILS

Will NAIL DOWN PROFITS For You

Here's Why:

1. **The HEAD** — thick, uniform shape, perfectly centered on the shank. Compare it with others of the same type . . . and you see the result of brand-new *precision machinery*, manned by skilled operators!
2. **The SHANK** — highly polished, uniformly coated, or deeply barbed as the case may be . . . one thing stands out: Here is the product of only the finest, *first-quality steel*!
3. **The POINT** — sharp, centered, clean . . . the uniform result of closely supervised production, prime materials, and the most modern wire mill in the world . . . built expressly for the production of perfect nails!
4. **The TEST** — drive it . . . hear it ring clear as it seats deep and holds fast. Test good Gulf nails again and again . . . you will always get the same result. Straighter, cleaner, easier drives . . . greater holding power . . . LOWER NAILING COSTS FOR YOU.

8-0-17



Communicate with the nearest GULF representative:

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P. O. Box 936
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Phone: 2-9625

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New York 17, N. Y.
Phone: Plaza 9-7151

The Crispin Company
1611 Bank of Commerce Bldg.
Houston 2, Texas
Phone: Fairfax 0338

C. G. Fallon
630 Centre Street
Jamaica Plain,
Boston 30, Mass.
Phone: Jamaica 4-5046

B. S. Meade Company
604 Duquesne Terrace
Union, New Jersey
Phone: Unionville 2-8068

W. D. Elmslie Ltd.
409 Notre Dame St. W.
Montreal 1, Quebec
Phone: Plateau 4159

GULF STEEL & WIRE COMPANY

SAN JUAN—B. P. R., U. S. A.

Manufacturers of: Nails & Staples • Chain, welded & weldless • Chain-link fencing • Concrete wire mesh • Steel wire: plain, annealed, galvanized

Southern Pine Meeting Scheduled for April

The Southern Pine Assn. will hold its 39th annual meeting in New Orleans, at the Roosevelt Hotel, April 5-6. Business sessions will center around greater trade promotion.

In conjunction with the SPA convention, an industry-wide meeting will be held April 6. This provides all industry members an opportunity to assemble for the purpose of discussing legislative problems; to decide the course of action relating to specific measures, and to elect members of the Southern Pine Industry Committee.

Model Home Contest Set for High-Schoolers

To tap the latent talent for architectural designing, homebuilding, home planning and decorating in high schools across the land, the National Assn. of Home Builders has launched an annual model home contest.

National contest prizes ranging from \$500 to \$25 will be awarded the 10 winners, with the grand winner receiving an all-expense trip to Washington, D. C., with his teacher-sponsor.

Only students of secondary schools (grades 7-12) who are declared winners of local model home contests conducted during the year ending April 15, 1954, by Home Builder Associations affiliated with the NAHB are eligible for the national competition.

Deadline for submission of entries in the national contest is April 15. Final judging by nationally prominent architects, homebuilders, educators, and government housing officials, will take place in Washington.

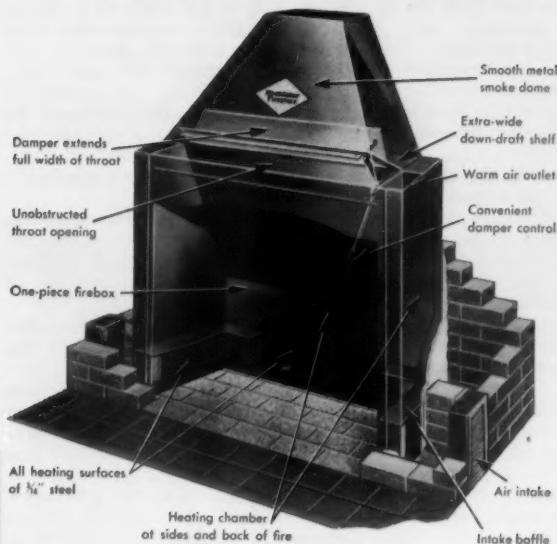
PC Members Sponsor Caravan of Exhibits

The Producers Council, national organization of building material manufacturers, recently signed a contract with a Pittsburgh firm for the design and construction of a \$100,000 traveling caravan of building material exhibits.

According to PC President Elliott C. (Jack) Spratt, the caravan will make a nation-wide tour, stopping in 33 cities. The first showing was in Pittsburgh on March 2.

Kansas City and St. Louis will be included in the first tour, which extends to June 1. Louisville, Memphis, Dallas, San Antonio, Houston, New Orleans, Birmingham, Atlanta, Miami, Jacksonville, Charlotte, and Washington will be included in the fall tour.

This Proved FIREPLACE is Easy to Sell...



Make Extra Profit with the HEATILATOR UNIT

Every builder who buys fireplace materials from you is a prospect for the Heatilator Fireplace unit. Here's your opportunity to make an added profit on every fireplace job by telling him about these proved Heatilator advantages:

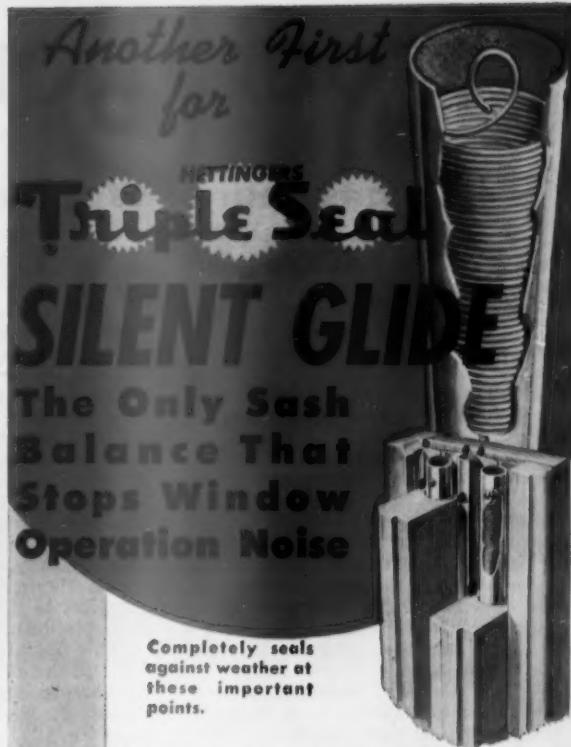
Assures Correct Construction—The Heatilator unit is a scientifically designed form that does away with guesswork and rule-of-thumb methods—eliminates faults of design that commonly cause smoking.

Saves Time and Labor—All vital parts such as firebox, throat, down-draft shelf, damper and smoke dome are built-in. That saves construction time—the fireplace goes up faster with less masonry to lay.

Circulates Warm Air—Home buyers like the extra comfort of the warm air that is circulated to all parts of the room—even adjoining rooms.

Tell builders about these Heatilator Fireplace advantages and make the extra sales that mean extra profits for you. Write for complete information. Heatilator, Inc., 973 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR® FIREPLACE



The springs of the Silent Glide Sash Balance operate in an aluminum tube that's lined with heavy rayon velour. This new, quiet balance is combined with Triple Seal's famous 1-piece metal jamb covers that give complete seal against the weather, yet permit windows to move up and down at a touch...quietly!

Save Time and Labor In Installation

Everything needed for one window comes in one package. There's no on-the-job material loss. Triple Seal Silent Glide Sash Balances and Metal Weatherstripping can be applied easier because all fastening points are clearly marked. The tough, aluminum tube that houses the spring balance resists construction damage. No replacement loss before the job is finished!

STOP AT BOOTH NO. 140
Texas Lumberman's Convention
Will Rogers Coliseum, Ft. Worth, Texas

**The Weatherproof Products Corp.,
Waldo Sta. P. O. Box 8498, Kansas City, Mo.**

Gentlemen: Tell me more about Silent Glide Sash Balances and Triple Seal Metal Weatherstripping.

I am a builder dealer interested in on-the-job installation mill-assembled window units

Name.....

Address.....

City..... State.....

association activities

Virginians Hear of Ways to Cut Costs and Increase Sales

WAYS DEALERS can cut their operating costs and increase net profits were accentuated for members of the Virginia Building Material Assn. at their 28th annual convention on February 17 and 18. It was held at the Chamberlin Hotel on Old Point Comfort with more than 400 persons in attendance.

In two-hour management conferences held both morning and afternoon, Friday, with NRLDA Public Relations Director Everett B. Wilson as moderator, dealers and other industry spokesmen urged the use of scheduled and planned advertising, installment selling, packaged sales, modern delivery and handling methods, and incentive compensation for sales personnel.

Z. A. Godwin, customer service representative for the U. S. Gypsum Co., explained how dealers can pack more materials in less space and at less cost through the use of lift trucks, pallets, and stack-packaging. He stressed the fact that "handling doesn't add to value of a commodity—it only adds to its cost."

Albie Barksdale, Charlottesville dealer, listed these steps to more sales and lower costs: addition of new lines, dealer installation of selected supplies such as storm doors, courting of Do-It-Yourself market,

budgeting of travel expenses for truckers as well as salesmen, and use of material-handling devices.

Roy C. Brown, Abingdon line-yard manager, recommended the use of the NRLDA *Dealer Operating Guide* for training yard personnel in periodic sales meetings.

J. E. Lassiter described the effective credit system employed by Weaver Brothers at Newport News.

Tom Ruffin, Richmond dealer, said that the dealer's salesman is the bottleneck or sure path to the profitable sale of new and established materials. He urged manufacturers and suppliers to help dealers train personnel in the specification and merits of their products.

E. R. (Red) English, Altavista contracting dealer, suggested that dealers charge interest on time-payment credit like Sears-Roebuck does. He urged promotion of packaged selling, and installment terms through regular advertising.

So did Maurice Large, Farmville dealer. He said for dealer advertising to be effective, it must be planned to present the end-use of materials rather than prices. The acid test for an ad, he explained, was whether the dealer would "be envious if his competitor ran it."

In the growing buyers' market,

dealers would do well to establish a real incentive compensation plan for their salesmen, proposed Donald L. Moore, SOUTHERN BUILDING SUPPLIES editor. Citing pay plans of dealers throughout the Southeast, he said the trend is to a combination of a base salary and a realistic commission on sales over the individual's volume quota.

Similar views were emphasized in the speeches of two outstanding retail dealers—W. T. Spencer, of Gastonia, N. C., and Elias Nuttle, of Denton, Md.

The function of the Federal Reserve Bank was explained at the annual dinner by J. B. Woodward Jr., chairman of the board of the Richmond branch and a college classmate of William N. Neff, of Abingdon, the retiring president of the Virginia Building Material Assn.

New members of the Virginia association's board of directors include George H. Burton Jr., Norfolk; Robert C. Carden Jr., Kinsdale, and E. A. Gibson, Fredericksburg.

Twenty-five assorted lumbermen were initiated into the Hoo-Hoo fraternity at a concatenation arranged by "Bud" Quinn, of Washington, D. C., and Walter Parham, Richmond club head. A new chapter for Tidewater Virginia was started.



Old and new officers of the Virginia Building Material Assn. were quite pleased with the information provided by the operating cost survey of 1952 statements of 59 dealers, prepared for VBMA by the University of Virginia.

Discussing some of the findings, above, are VBMA officers. Left to right, standing, are new President Forrest G. Brice, of Ashland; Treasurer Craige Ruffin and Secretary-Manager Harris Mitchell, both of Richmond.



Seated, from left, are Vice-Presidents Fred Shortt, Grundy; E. R. English, Altavista; E. R. Woolridge, Roanoke, and R. B. Johnson, West Point. Another new v.p. is Milton Maddux, of Marshall.

In photo at right, Manager Mitchell congratulates the winners or their employers who won cash awards in the "Why Does the Buyer Pay More" contest. The winners were announced by C. T. Parsons, behind the rostrum, in behalf of the committee of judging editors.

Now... the prettiest roofing colors you've ever seen

I
Introducing...

Certain-teed's beautiful new Golden Anniversary Blends

You've never seen roofing colors like these before. Fresh, soft, pastel blue and green. Cool, light brown. Warm, sunny red and medium grey. They're Certain-teed's brilliant new Anniversary Blends . . . now on America's finest, most luxurious asphalt shingle. That's Certain-teed Woodtex, of course.

You know Woodtex Shingles. Their unique raised grain gives them the luxury appearance of hand-split wood shakes. Gives them extra weight (250 lb.) for greater resistance to wind and weather, too. That's a combination customers can't beat . . . for either a new roof or a new home.

And now Woodtex Shingles are more colorful, more beautiful than ever!

Remember . . . there's nothing like color to help close a roofing sale. And there's nothing quite like these new Woodtex colors anywhere. See them. You'll agree. Send for new full-color literature now.

Woodtex Shingles now come in these six beautiful new Golden Anniversary Blends: Pastel Blue, Pastel Green, Pastel Brown, Green, Grey, Red Blend. Also luxurious Two-Tone Green and Two-Tone Black.

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain... Satisfaction Guaranteed



CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES • GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS • FIBERGLAS BUILDING AND ROOF INSULATIONS

Who Is This Man?

WITH WILLIAM KROH as the contestant, Sam Scalco introduced a new sort of quiz game at the annual dinner meeting of the Alabama Building Material Exchange in Birmingham on February 6. The name of the quiz, which drew different answers from the contestant right down to the last question, was "Who Is This Man."

Here are the "clues" given by Dealer Scalco, with Kroh's diverse answers omitted:

1. When I first met this man, who is here tonight, I was a Boy Scout about 17 years of age and had been appointed by the Scout Board to be personal attendant to this civic leader, to go with him to Scout functions and run errands for him.

2. This was in 1918 when he was general chairman and grand marshal of the committee welcoming the Famous Rainbow Division back to Birmingham after World War I.

3. This is when I learned why they called him "Speedy." But that is not the correct name for him; he should have been called "Greasy," for he is faster than greased lightning.

4. After the two-day celebration was over, this man told me to come to work for him the next day. But I did not show up that day because I was



NEW OFFICERS "HARMONIZE" IN ALABAMA

New officers of the Alabama Building Material Exchange are seen above symbolizing the close harmony they have pledged dealers in that state. At the piano is Peter Fyfe, Seale Lumber Co. official, Birmingham, who is president of the group. He succeeded W. T. Estes, president for 12 consecutive years.

From left to right, standing, are Mrs. Mary K. Harless, executive secretary, Birmingham; James Grayson, vice-president, Birmingham; Roy Fite Jr., vice-president, Decatur; Eugene Bridgers Jr., vice-president, Tuscaloosa; Henry B. Horton, secretary, Homewood; and Sam Scalco, treasurer, Birmingham.

Other new vice-presidents of the Alabama Building Material Exchange are V. F. Buck, Mobile, and Clyde Bear, Montgomery. President Estes commended Bear's services in connection with the body's interest in legislation under consideration at the state capitol.



"Thrilled" was the word to describe W. Thornton Estes on February 6. Upon retiring as president of the Alabama Building Material Exchange he was presented the handsome bag of deluxe golf clubs by Sam Scalco, who "learned the lumber business" under "Speedy's" tutelage. With them is Mrs. Estes.

put to bed for two weeks trying to follow him around.

5. The following people used to work for him at his Woodlawn plant: B. F. Seale, Sam Scalco, Bill Powell, and many others.

6. He was at the first meeting of this dealer association, which is about 40 years old, and was its second president.

7. He is past-president of the Birmingham Rotary Club.

8. At present he is on the National Affairs Committee of the Chamber of Commerce.

9. He was national advisor to OPA in Washington, and local advisor for Alabama.

10. He was a member of the lumber division of the War Production Board.

11. He has been a member of the board of directors of the National Retail Lumber Dealers Assn. for 15 years—and still is.

12. For the past 12 years he has led this association to being one of the finest and most respected in the United States. This man has been called by other associations all over the country to arbitrate and put new life into these organizations.

13. What is the name of this man who has unstintingly given his time and money, day and night, year in and year out; time that he could

have devoted to his family, or resting, or playing?

14. This man has made the annual fishing rodeo such a success that everyone wants to get in the act.

15. He is a man that you can call on day or night for anything, and you can depend upon him to do it—always with a smile.

16. He is a man's man, a good father and husband, a swell grandfather, a wonderful great grandfather, and above all a Christian . . . who will reap a great reward in heaven for his great work.

Here, Dealer Kroh answered correctly—William Thornton Estes.

Then, in behalf of the Alabama Building Material Exchange, Scalco thanked "Speedy" Estes for his services to that organization and presented him with a complete set of quality golf clubs in a fancy bag.

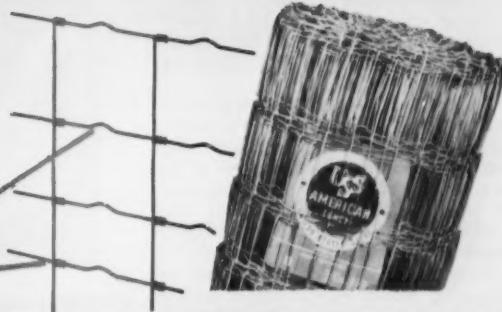
Estes becomes a member of the group's new advisory board, which includes H. P. Woodson, of Fairfield; Frank Hawkins and Louis Meer, both of Birmingham.

Speaker of the evening was James D. Arrington, newspaper editor, humorist, and mayor of Collins, Miss. He told the some 100 men and women, he certainly did, why worrying doesn't pay off and why pessimism keeps this country from thriving to its fullest.

Use these special features to help you sell...

U·S·S American Fence — *there's more in use than any other brand... it must be good!*

- It's tough—made of quality controlled steel so that wires are soft enough to splice, hard enough to keep tension
- It's heavily galvanized—smooth, protective coating of zinc assures long life
- Guaranteed full size wires; full length and height
- Tension Curve—deep crimped to compensate for expansion and contraction . . . prevents sagging
- Hinge Joint—flexible, prevents permanent damage from sudden severe stresses



Tenneseal V-Drain Roofing—*it's tops in roofing!*

- Four leakproof features that assure weather protection:



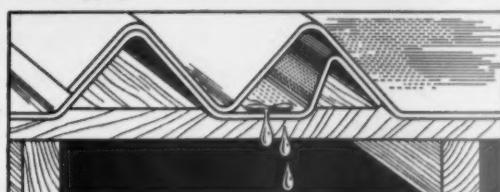
1 Triple Cross Crimp—prevents capillary action that draws water up between end laps



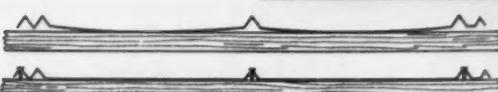
2 Pressure Lip—insures close pressure contact between overlapping sheets at the end



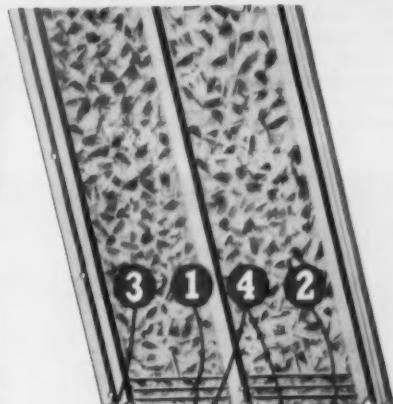
3 V-Drain—stops leaks at the side laps . . . rain drawn into the lap is drained off



4 Tension Curve—makes sheets cling closely to the roof decking



- Tight, heavy coating of zinc insures long life, rust protection
- Strong steel—guaranteed full gauge
- Protection insurance—the damage that can result from inferior roofing is often more than the cost of a new Tenneseal roof!
- Easy to apply—no special labor or tools are needed



And suggest that your customers also buy U·S·S American Barbed Wire and American Baling Wire—they are leaders in their field. All of these are products of proven quality, popular throughout the South, readily identifiable by the USS label.

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSVILLE • MEMPHIS • NEW ORLEANS • TULSA

UNITED STATES STEEL



"Dealer of Year" Contest New at Big SWLA Convention

Sam Arnold Assumes Regional Presidency

NINETEEN FIFTY FOUR will be a good year, but not one of those years in which business will walk unsolicited into the lumber yard, it was tacitly agreed among three industry representatives on an eight-speaker program at the 66th annual convention of the Southwestern Lumbermen's Assn., Jan. 27-29 in Kansas City, Mo.

To get the business this year in the face of keen competition, procedures were suggested ranging from cultivation by the lumber dealer of the benevolent way of life, development of the Do-It-Yourself market, and cashing in on the curiosity of customers and prospects.

The convention and its companion building material exhibit attracted over 3,800 registrations from the four states of Kansas, Missouri, Arkansas, and Oklahoma.

Merchandising and service displays again filled the exhibit hall of the Municipal Auditorium where, one floor above, business sessions of the convention were held—all under one roof.

At intermission during the principal entertainment feature—a concert by Phil Spitalny's all-girl orchestra—a packed house saw winners introduced and awards presented in the Southwestern association's first an-

DEALER OF THE YEAR Poster Contest



Top winner in the Southwestern association's first annual "Lumber Dealer of the Year" poster contest was the Deal Lumber Company in McPherson, Kan. In the above exclusive photo, R. L. Sweet, chairman of the contest committee, presents a check for \$135 to Manager Carl M. Edwards, center, as Owner Joe Deal, at left, expresses delight. The Deal yard placed first in public relations, first in yard exterior, and third in interior, to win the plaque and cash for the top yard in the four-state competition. The three top winners in the poster contest start at right of background display.

nual "Lumber Dealer of the Year" contest.

The "Lumber Dealer of the Year" in the association's four-state terri-

tory is Joe Deal, along with his manager, Carl M. Edwards, and the Deal Lumber Company of McPherson, Kan. Deal's Kansas yard won a handsome plaque and \$135 in cash awards. Runners-up were Alex D. Torok, Long-Bell Lumber Co., Cushing, Okla., with \$70 cash; Uriel C. Recob, Higginsville Lumber, Higginsville, Mo., \$45; Byron Sjoberg, J. D. Fair Lumber Company, Nicker- son, Kan., \$10; Mrs. Jessie Gilstrap, Jessie Gilstrap Lumber Company, Bentonville, Ark., \$5.

At the second business session, the convention accepted recommendations of its nominating committee, elevating Sam M. Arnold of Kirksville, Mo., to the presidency. Succeeding Fred S. Stephenson of Chickasha, Okla., Arnold was advanced from first vice-president.

C. M. McAllister of Garden City, Kan., was advanced from second vice-president to first, and Jack B. Grobmyer of Little Rock, Ark., moved up to second from third vice-president. The new third vice-president is J. W. Dutton of Ponca City, Okla. Re-elected were Treasurer C. Wilbur Baker and Counselor Frank E. Tyler, both of Kansas City. Allan T. Flint continues as secretary-manager.

Doubtless one of the most spiritually deep addresses ever made before this 66-year-old association was that by President Stephenson, who contended there is too much neglect of



New officers of the Southwestern Lumbermen's Assn. are shown in an exclusive SOUTHERN BUILDING SUPPLIES staff photo. Seated, from left, are Fred S. Stephenson, of Chickasha, Okla., retiring president; Sam M. Arnold, Kirksville, Mo., new president, and C. M. McAllister, Garden City, Kan., first vice-president. Standing, left to right, are Jack B. Grobmyer, Little Rock, Ark., second v. p.; C. Wilbur Baker, treasurer, and Allan T. Flint, secretary-manager. The new third vice-president is J. W. Dutton, Ponca City, Okla.

Another **Flintkote** **First!**

...The New Flintkote
SKYLINE
Roofing System
engineered especially for
Low-Pitched Roofs



The famous Flintkote laboratories are continually at work developing new roofing methods and materials—and improving on existing techniques and products.

Now, they announce a new 3-in-1 roofing system—**SKYLINE**—for low sloped roof construction. In one file, you have the answers to most of your modern-day roofing problems.

SKYLINE consists of three separate specifications: **Skytab** . . . **Skytex** . . . and **Skykote**.

Wire, phone or write for complete detailed information . . . and see for yourself.

THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

FLINTKOTE

Style and Color Leader since 1901



SKYTAB

permits use of *strip shingles* on low sloped roofs, with either Standard or Custom application. It is ideal for ranch houses and other types of contemporary structures where roof slopes are within the range of 2" to 4" per foot.

← **SKYTEX**

is perfectly suited for *decorative*, low sloped *built-up* roofing . . . either residential or commercial . . . where incline is from $\frac{3}{4}$ " to 2" per foot. Decorative beauty is accomplished by the use of protective Mineral Surfaced roofing felt . . . and it can be further enhanced with Skykote color.

SKYKOTE

is designed to recoat or color *existing* roofs or to *decorate* built-up roofs. Applied by either brush or spray—this beautiful coating really dresses up a roof—makes it stand out. Comes in white, green, gray, coral and buff.



What makes them fall in love with a home?



More often than not, it's the *conveniences* in a home that play cupid with the prospects and help them decide to buy. You get just such a sales clincher with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance!

Wives like the way Dura-seal keeps out dirt and dust . . . gives them a clean house the year 'round. *Husbands* like the way Dura-seal saves them up to 30% on fuel costs. *Everybody* enjoys the smooth, silent way Dura-seal equipped windows glide up or down.

So . . . make it a point *now* to use Zegers Dura-seal! Builders: see your lumber dealer—Lumber Dealers: see your sash and door or millwork jobber.

ZEGERS, Incorporated

8098 South Chicago Avenue, Chicago 17, Illinois

- Complete and constant air seal maintained with one piece, flexible jamb member!
- Easy to operate when sash contracts and expands with the weather!
- No noise with exclusive Si-Vel coated counterbalance springs!



FREE FOLDER . . .

"Facts on Weatherstripping . . . gives complete information on Dura-seal. Send for your copy now!"



ZEGERS
Dura-seal
COMBINATION METAL WEATHERSTRIP—SASH BALANCE

the concepts of fellowship and charity among men.

"Too many are too busy to remember," he said, "and they have completely forsaken one of the ideas that made this nation great—sharing.

"Don't hide your business experiences. Share them with your competitor along with any good thing that comes your way. If you share with him and learn to know him you will pick up, from him, more information of a valuable character than you give. Give and give freely and ask nothing in return.

"Business in 1954 will not come to your door. Those who make a success this year are those who will go seek business. Some still have the idea they will come and take it away from us, but I don't think that will happen. A clean conscience and courtesy will be big assets this year. Put a little in your ad budget to build good-will.

"Some dealers have the idea there is only one path from the office to their home and they travel the same path every day. Pick a new route and change it regularly. You might see a job to be done and you will surely make new friends and acquire new viewpoints.

"We're in this only to become better members of our community and to give back the things we got for free."

W. E. Difford, managing director of the Douglas Fir Plywood Assn., contended that "the 1954 sales challenge lies in the Do-It-Yourself market." He said that since 1906 per-capita consumption of lumber has been declining steadily—and related that his association's advertising campaign in 1,648 newspapers last year intrigued newspaper men because there has been such a small amount of lumber-yard advertising that lumber dealers do not even have a rate classification.

"If construction reaches the saturation point, you'll have to sell something else," he warned. "By a conservative estimate, the Do-It-Yourself market amounts to \$300,000,000. It is something we have passed up and last year it was active to the extent of \$90,000,000.

"Who should know more about the Do-It-Yourself market than lumber dealers? We must take more lessons from the super market and the chain store, and more leaves from the book of modern merchandising. We've got to think in terms of the man who does repairs or remodeling.

"In the years ahead of us, until the new crop of babies wants houses in about 1960, you'd better be thinking about these plus sales."

Gerry F. Hoppe, sales promotion manager for the Insulite division of the M. and O. Paper Co., first appeared through a side door attired as a gold prospector and distributed "gold nuggets" to some of the audience. His subject was, "Cash in on Curiosity."

"Overnight we have drifted from

BIRD

Shingles & Sidings



A SUREFIRE MERCHANDISING FEATURE IS COLOR in selling today's home — and BIRD roofing has it! Today's low roofline has rapidly built up a tremendous homeowner interest in the color of the roof.

BIRD Master-Bilt shingles are available in an unequalled array of *Rainbow Colors* . . . from strong striking hues to delicate pastels.

To help builders sell their houses, BIRD Master-Bilt shingles offer highly merchandisable colors in a first quality product of thick-butt construction with two deeply embedded layers of granules.

Ask your distributor for further information or write
BIRD & SON, INC., Dept. SB-3, East Walpole, Massachusetts.



QUALITY PRODUCTS SINCE 1795

EAST WALPOLE, MASS., NEW YORK, N.Y., CHICAGO, ILL., SHREVEPORT, LA.

Why toss money away?



COSTS NO MORE

Redwood is a premium quality wood. Yet, you pay no extra premium for the high uniformity of quality and grade in Palco Certified Dry redwood. Each piece of Palco redwood must match up to rigid standards of inspection throughout each step of manufacturing. The extra costs of producing Palco Architectural Quality redwood are offset by economies affected by the most modern equipment and production line handling methods in the industry. When you buy, specify Palco *Certified Dry Redwood*, and get the most for your money.

PALCO Redwood is tops in ALL these qualities

- ✓ High Dimensional Stability
- ✓ Low Swelling and Shrinkage
- ✓ Finest Paint Retention
- ✓ Greatest Durability
- ✓ Good Workability
- ✓ Glue-holding Ability



THE PACIFIC LUMBER COMPANY

The best in Redwood—Since 1869

Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 2185 Huntington Drive, San Marino 9, Calif.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

a seller's to a buyer's market," he said, after removing his whiskers, wide black hat, and fringed jacket. "Oh, yes, this will be a good year, but we have competition and they have us worried. Worried about what?"

"We have the product knowledge and we know the business from A to Z, and we know how to handle prospects and customers. But let's find out the needs of customers and prospects and be inquisitive, and let's interest people to the point of being curious about them. Remember, you are in business to serve people, and in 1954 let's give them both barrels." Whereupon he seized an unsuspected pistol from a table by his side and fired two blanks.

For the first time the Southwestern Lumbermen's Assn. booked a woman speaker, Lucille La Chapelle, whose specialty is instruction in correct use of the voice. Other speakers were: Zenn Kaufman, merchandising consultant of New York; Cayce Moore, Hearne, Texas, barber, columnist and humorist; Charles M. Hanna, consultant and counselor, and Douglas R. Stringfellow, member of congress from Utah. Stringfellow thrilled his audience with his address, "What Price Peace."

One morning was devoted to four dealer discussion groups on "The NRLDA Advertising-Merchandising Calendar," "The Mortgage Market," "Package Selling" and the "Do-It-Yourself Market." These discussions were held at 9, 10 and 11 a. m. so that a dealer could attend any three of his choice. Attendance totaled about 250, or an average of 60 per meeting.

The customary Hoo-Hoo concatenation was followed by the stag dinner and entertainment.

Fifteen new directors were elected to serve terms of three years (or as noted) on the association board. These by states include:

ARKANSAS — C. W. Bonsteel, Harrison; Claude R. Roach, Jonesboro.

KANSAS — D. J. Fair, Sterling; T. J. Griffith, Manhattan; Frank M. Kessler, Wichita.

MISSOURI — J. M. Guthrie, Monett; Paul Moreau, Ste. Genevieve; J. J. Schilling, Hannibal; Camille Huber, Hayti (two years); William R. Morrow (one year).

OKLAHOMA — Leslie Everitt Jr., Enid; Jarvis R. Fry, Hugo; C. L. Williams, Nowata; Roy Hoke Jr., Stillwater (two years); Louis McCarter, Tonkawa (two years).

NRLDA Meeting Dates

Dates for meetings of the board of directors of the National Retail Lumber Dealers Assn. have been announced by Executive Vice-President H. R. Northup.

The spring meeting will be held at

the Shoreham Hotel in Washington, D. C., May 16-21.

The 1954 annual meeting will be held in White Sulphur Springs, W. Va., at the Greenbrier Hotel, October 17-21.

The 1955 annual meeting will be held in New Orleans, La., at the Roosevelt Hotel, October 23-27.

Kentucky Group Plans \$44,000 Promotion

The Falls Cities Construction Materials Assn.—a dealer group serving the Louisville, Ky., area—has outlined a program to promote greater interest in selling conventionally-built homes and the building materials that go into them.

Building material retailers, wholesalers, and manufacturers; builders; real estate firms; architects, and others connected with the building industry are cooperating to carry out this program.

The program was designed not only to stimulate greater interest in building but to offset the findings of a recent survey conducted by the Falls Cities association.

This construction survey showed that prefabricated houses are rapidly increasing in sales in the Louisville area. In 1950, 14 per cent of homes sold were prefabricated. This figure rose to 22 per cent in 1951, 28 per cent in 1952, and 34 per cent in 1953.

The entire promotion will be hinged around the construction of a model home. The general public will vote to decide which plan is best among those submitted in a home design contest for local designers and architects.

To finance this program, the Falls Cities group have set up a tentative budget calling for \$44,000. This allows \$22,000 for newspaper advertising, \$4,000 for radio and television, \$3,000 for dealer promotion material, \$5,000 for other material, such as on-the-job displays, and \$10,000 for other expenses.

Meetings for Georgians

Joe Rowell, counselor to the Building Material Merchants of Georgia, held a series of district meetings for the association members last month with the cooperation of local board members.

The series of meetings, which began in Albany on January 26, took in Waycross, Macon, Cartersville, Gainesville, Athens, and Augusta. President W. O. McNair attended the Waycross and Macon meetings.

The business outlook, distribution problems, and credit and collections were the most popular subjects at these meetings.

it's a DATE

WEST VIRGINIA Lumber and Builders Supply Dealers Assn.—March 12-13. Daniel Boone Hotel, Charleston. Exhibits.

CAROLINA Lumber and Building Supply Assn.—March 16-18. Municipal Auditorium, Asheville, N. C. Exhibits.

LOUISIANA Building Material Dealers Assn.—March 17-18. Jung Hotel, New Orleans. Exhibits.

TENNESSEE Building Material Assn.—March 23-25. Peabody Hotel, Memphis. No exhibits.

MISSISSIPPI Retail Lumber Dealers Assn.—April 5-6. Buena Vista Hotel, Biloxi. Exhibits.

ARKANSAS Lumber Dealers Assn.—April 7-8. Marion Hotel, Little Rock.

FLORIDA Lumber and Millwork Assn.—April 8-10. George Washington Hotel, Jacksonville.

TEXAS Lumbermen's Assn.—April 11-13. Will Rogers Coliseum, Fort Worth. Exhibits.

GEORGIA Building Material Merchants—April 19-21. General Oglethorpe Hotel, Savannah.

KANSAS Lumbermen's Assn.—April 21-22. Lamer Hotel, Salina.

NATIONAL Building Material Distributors Assn.—May 3-4. Hotel Statler, Washington, D. C.

SOUTHERN Builders Supply Assn.—May 7-9. Waldheim, Jahncke country home near New Orleans, La.

NATIONAL Retail Lumber Dealers Assn., spring board meeting—Shoreham Hotel, Washington, D. C., May 16-21.

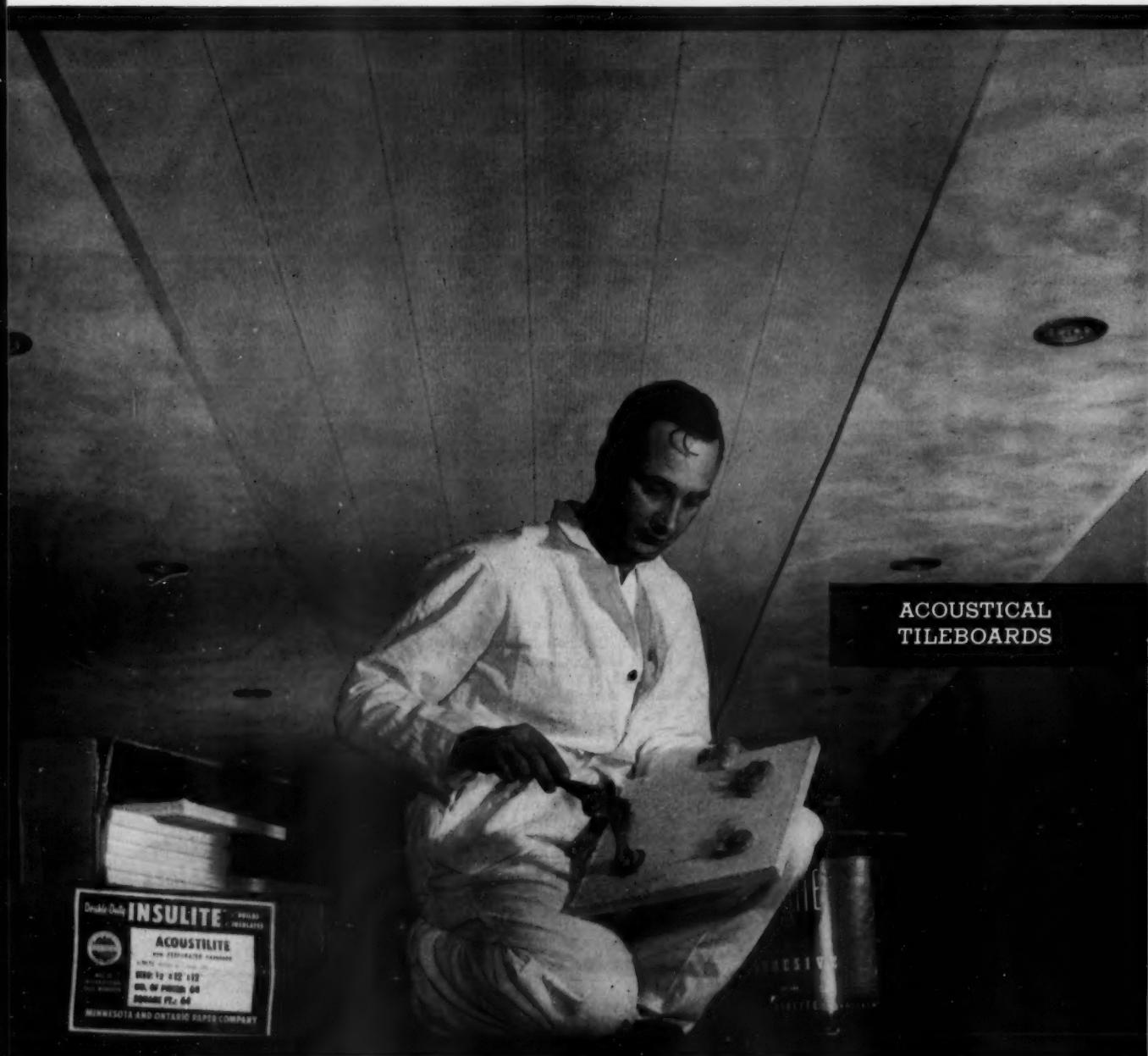
Marketing Institute for Carolina Dealers

Something new in personnel training is being offered at North Carolina State College in Raleigh, March 22-April 2, under the sponsorship of the Carolina Lumber and Building Supply Assn. It is a two-week Retail Building Supply Marketing Institute.

This institute will be an accelerated version of the 30-day training courses that have been held for dealer personnel at universities across the nation since World War II. It will cover about the same information on products, credits, selling and management, construction and estimating. The faculty will consist of experienced men from the industry and selected college professors.

According to E. M. Garner, secretary-manager of the sponsoring deal-

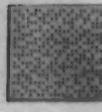
Insulite announces new new sales opportunities for you with new products,



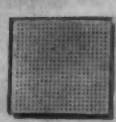
ACOUSTILITE 60 and 65*—Popular perforated acoustical tileboards. Now with white, flame-resistant finish and painted bevels. In $\frac{1}{2}$ " and $\frac{3}{4}$ " thickness, 12 x 12-inch squares. Beveled butt edges. Easy to apply with adhesive or nails.



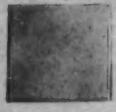
ACOUSTILITE 60 and 65*—New random pattern perforated acoustical tileboards. White, flame-resistant finish and painted bevels. In $\frac{1}{2}$ " and $\frac{3}{4}$ " thickness, 12 x 12-inch squares. Beveled butt edges. Easy to apply with adhesive or nails.



ACOUSTILITE T&G—Low-cost, easy-to-apply perforated acoustical tileboard with flanged tongue and groove joint. $\frac{1}{2}$ " thick, 12 x 12-inch squares. Easy to apply with staples or nails. New white, flame-resistant finish.



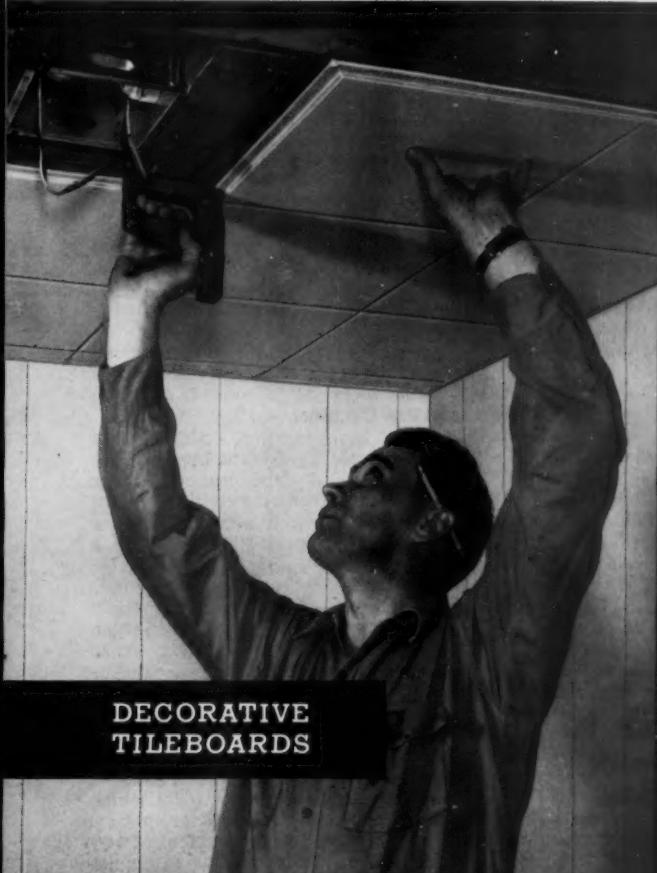
FIBERLITE—Rich travertine texture, beveled butt edges with kerf. $\frac{1}{2}$ " and $\frac{3}{4}$ " thickness. 12" x 12", 12" x 24", 16" x 16" and 16" x 32" units. New white, flame-resistant finish can be repainted if desired. Painted bevels.



*Also available with heavy-duty flame-resistant finish for commercial and institutional application.

interior finish line!

new designs, new colors, new flame-resistant finish!



DECORATIVE
TILEBOARDS

PLANK AND INTERIOR BOARDS



DUROLITE PLANK—New design, new colors. Flanged tongue and groove joints, no beading. In sparkling ivory, light and dark woodtones, pale green and new pearl grey. $\frac{1}{2}$ " thickness in 8", 12" and 16" widths; 8' and 12' lengths. $\frac{3}{4}$ " thickness in 16" widths, 8' lengths. Has new flame-resistant finish.

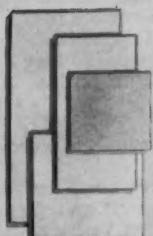
1/2" DUROLITE INTERIOR BOARD—In ivory, light and dark woodtones, pale green and new pearl grey. New flame-resistant finish. 4' widths, 6', 7', 8', 9', 10' and 12' lengths.

1/2" WEVELITE INTERIOR BOARD—Economical interior finish with attractive woven texture, white, flame-resistant finish. 4' widths, 6' to 12' lengths.

1/2" SMOOTHLITE INTERIOR BOARD AND 1/4" WALLBOARD—Semi-glossy board, natural light cream finish. Easy to paint. 4' wide, 6'-12' long.



LUSTERLITE—Smooth new flame-resistant surface. Has flanged tongue and groove joint for easy fastening with nails or staples. Now available in white, ivory and new mist green for greater appeal. One-half inch thick in square and rectangular shapes: 12" x 12", 16" x 16", 16" x 32", 12" x 24". 32" and 24" sizes are available either plain or center-scored. All have new flame-resistant finish. Can be easily repainted if desired.



Write today for new Dealer Kit! See for yourself how new designs, new colors, new products and new flame-resistant finish combine to give you a sparkling new interior finish line with expanded sales opportunities. Write Insulite, Minneapolis 2, Minnesota.

It will pay you to sell

INSULITE

MADE OF HARDY NORTHERN WOOD

INSULITE, LUSTERLITE, SMOOTHLITE, WEVELITE AND ACOSTULITE ARE REGISTERED TRADE MARKS

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota



er organization, the fees are as follows: application, \$10; tuition, \$40; textbooks, about \$10; and housing with meals, about \$40. It is open to "any man being groomed for an executive position in the future" by a dealer.

Applications should be made through the association office at 114 Builders Building, Charlotte 2, N. C.

Forum Sessions Set for Tenn., Miss., and Fla.

Forums, followed by question and answer sessions, will play an important part on the program of the coming conventions for Tennessee, Mississippi, and Florida retail building material dealers during March and April.

The Tennessee meeting in Memphis, March 23-25, will feature a panel discussion on "Better Merchandising," at the Peabody Hotel.

Dealers attending this convention also will be shown for the first time in the South the Lu-Re-Co panel system for building, for sale by licensed building material dealers. Previously it has been shown only in Chicago, Cleveland, and New York. Clarence Thompson, Phil Creden, and a University of Illinois representative will explain how it is constructed and how the panels offer "the answer to the prefabricated house market." Everett Wilson will demonstrate the most effective use of the National Retail Lumber Dealers Association's Merchandising Calendar.

The Mississippi meeting in Biloxi, April 5-6, has scheduled on its program a panel discussion of various topics, based on dealers' questions. Donald L. Moore, editor of SOUTHERN BUILDING SUPPLIES, will be moderator.

George A. Bowie, of the public relations department of the Firestone Tire and Rubber Co., will be guest speaker at the opening luncheon for Mississippi dealers.

In Jacksonville, the Florida convention will feature a forum session, "What Would You Do?", moderated by John W. Mock, of Evanston, Ill. Floridians convene April 8-10.

Edward G. Gavin, American Builder editor, will speak on "There's A New Sales Horizon"; Brown L. Whatley, Jacksonville building expert, will cover "Financing Light Construction," and an Orlando insurance executive, R. Y. Matheny, will talk on "Saving Your Insurance Dollars."

Florida dealers also will get pointers on "The Use And Sale of Water Repellent Preservatives in Lumber and Millwork Industry," from G. G. Garlick, director of research for the Protection Products Manufacturing Co., Kalamazoo, Mich.

NRLDA's Everett Wilson will cover "Public Relations and Merchandising."

Over 2,000 Attend MALA Convention; Dealers Urged to Seek Repair Business

DEALERS WERE URGED to create more sales in '54 by a more intensified merchandising program designed to build profits, rather than volume alone, by speakers at the 62nd annual convention of the Middle Atlantic Lumbermen's Assn. in Atlantic City, Feb. 3-5. It was predicted that this year's business will level off to that of '52, which was considered a "good" year.

Dealers were advised to look for a business readjustment with less new house construction but more potential in the remodeling and repair market.

"We don't want any help from the Federal government, if we can avoid it," declared new MALA President W. R. Lamar, of Lamar and Wallace, Washington, D. C. "We're opposed to public housing and pump-priming projects. But we'll have to work harder than before in order to get a fair profit."

"Dealers should utilize all the help they can get from outside their office, such as manufacturers' aids, organization assistance, perusal of trade journals and the like, to keep up with the latest merchandising techniques."

Record attendance topped 2,000. With 125 exhibits, which set another record, and a well-planned schedule of industry speakers over the three-day period, members conceded that it was the most successful and beneficial meeting in the organization's history.

H. R. Northup, executive vice-president of the National Retail Lumber Dealers Assn., said that NRLDA has encouraged President Eisenhower to set up a committee for adjusting the FHA rate in accordance with market conditions by top-level stimulation to keep money flowing for home financing.

The national organization will encourage clubs and groups to keep their homes in good repair and thereby prevent the development of slums and blighted areas.

In the first day's panel on "Get the Do-It-Yourself Market," John B. Egan, district manager of the Wood Conversion Co., St. Paul, Minn., suggested that dealers (1) know their products, (2) display them, and (3) intensify Do-It-Yourself promotion. He pointed out that, with about 50 million dwellings now 53 per cent owner-occupied, dealers should push up their advertising to at least 2 per cent of their gross volume to garner their fair share of this market, instead of letting it get away to department stores and other competitors.

Don R. Brann, of the Easi-Bild Pattern Co., Pleasantville, N. Y., suggested that "how-to-do-it" would be more appropriate than "Do-It-Your-

self." He said dealers should interpret the end product in terms that the customer can understand and advised dealer-sponsored clinics for the man on the street, offering to forward a booklet on the technique of getting one started. Because of the high cost of building services and inflation, Brann explained, this trend will continue and dealers should cash in on it to the utmost.

Charles W. LaBlanc, sales counselor of the Research Institute, summarized the attitudes of the ideal salesman. "Besides being able to sell, a salesman should be cost-conscious; maintain good quality of transactions; build up good-will, service, and perhaps adjust complaints, and when meeting with sales resistance should relax, listen, concede and then justify the objection."

Don D. Eavenson, manager of Allied Building Credits, Inc., in Philadelphia, said "the lumber dealer who doesn't feature a credit payment plan is missing a good chance for upping volume. It's suicidal for a dealer to sell only for cash." He urged dealers to sell not only standard building items but garages and other building specialties which those outside of the industry are so profitably promoting.

William H. Hunt, vice-president of the U. S. Plywood Corp., declared that 42 per cent of retail sales is going to the Do-It-Yourself market. He said that manufacturers, jobbers, and dealers represent a team which must coordinate in sales promotion, market research, development of new products, and fair pricing to engender more enthusiasm at the point of sales.

Henry Broscious, a former lumber dealer who had designed the Tru-End house, explained 18 different packaged units for housebuilding. This product, he said, is ideal for the Do-It-Yourself market.

Merritt Ludwig, Reading, Pa., dealer, reviewed his experience with fork-lift trucks.

At the banquet, a silver bowl for MALA's annual achievement award went to Louis C. Leadon, of Yardley, Pa.; silver plaque award, for outstanding service to the American way of life, to Russell W. Nowels, Rochester, Mich.; and the silver bowl to the retiring president, G. Hunter Bowers, Frederick, Md.

At the Hoo-Hoo concat, supervised by Grand Snark John Egan and Ben Springer, international secretary, 42 Kittens were inducted and three Cats were reinstated.

Twelve new directors were elected. They include S. F. M. Adkins, Salisbury, Md.; G. Kessler Livesey Jr., Aberdeen, Md.; and James C. Dillon, Wilmington, Del.



Mr. Peepers says:

"We're selling 'em for you BY THE MILE!"

REYNOLDS Lifetime ALUMINUM Gutters and Downspouts

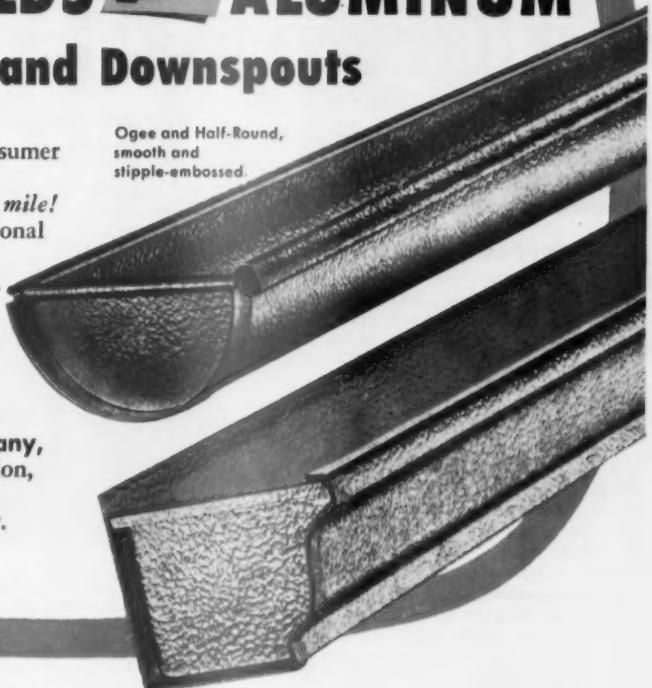
Reynolds makes gutters a glamorous consumer item that sells right over-the-counter... put up by homeowners *by the mile!* Simple slip-joints, no soldering! Additional miles applied by builders are a big attraction in new home sales... rustproof, beautiful. This is Big Business... start pushing it now! Get that Reynolds display out front. Call your jobber.

Write for Literature.

Reynolds Metals Company,
Building Products Division,
2036 S. Ninth Street,
Louisville 1, Kentucky.



Ogee and Half-Round,
smooth and
stipple-embossed.



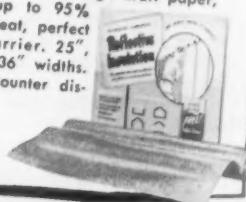
People want to see... Show 'em!

REYNOLDS Lifetime ALUMINUM FLASHING—Rustproof flashing that costs less, works easiest, looks best. 50' rolls pull right out from Display Carton for cutting. Also 18" x 48" flat sheet in handy 10-sheet display cartons for hundreds of home applications.



REYNOLDS ALUMINUM REFLECTIVE INSULATION

Takes least space, handles with least effort... 250 sq. ft. in each roll! Clean, embossed foil on tough kraft paper, reflects up to 95% radiant heat, perfect vapor barrier. 25", 33" and 36" widths. Colorful counter display.



REYNOLDS Lifetime ALUMINUM NAILS

This Reynolds display carton of 20 boxes puts you in the fast growing aluminum nail business with minimum space. Different colored cartons for different type nails tell the whole story... rustproof, non-staining, and the customer gets nearly three times the number of nails per pound.



SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

REYNOLDS ALUMINUM BUILDING PRODUCTS

silent salesmen



WALLBOARD SALES AIDS

Marlite pre-finished wallboard, recently introduced in plank and block form, will be the subject of an extensive advertising campaign. The plank and block also features an entirely new line of 10 companion colors, for greater decorating possibilities.

Sales aids designed to help dealers tie in with this advertising include: a counter display with samples of Marlite plank and block attached; four-color folder; a "color deck" containing color samples; full-color catalog; newspaper ad mats; full-color movie for theater advertising; radio and television spots; publicity stories, and installation sheets covering the most important points of Do-It-Yourself application.

Contact: Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.



SCREW DISPLAY CARTON

A newly-designed six-pack carton permits easy display of Rockford screws and bolts. In clear plastic containers, the hardware items are easily seen and priced for the customers, yet stay clean.

A total of 72 boxes can be displayed in about one square foot of space.

Contact: Rockford Screw Products Co., Dept. SBS, Rockford, Ill.

STONE CATALOG

A new catalog pictures various kinds of building stone used in the United

States in full color, plus color photographs of the stone applied to homes or buildings.

The catalog indexes the stones, and lists classification, trade name, color range, and companies that supply each type of stone.

Contact: The Stone Council, 1700 Summer St., Stamford, Conn.

HARDWARE COUNTER

This new Select-a-Pak counter displays National Lock Co. hardware in an easy, neat manner that inspires impulse sales.

The individually packaged items fit the display. The Select-a-Pak



slide box holding the hardware items permit easy examination of merchandise by customers. The display unit is 55" long, 23" deep for the single unit, and 16" high above counter level.

Contact: National Lock Co., Dept. SBS, Rockford, Ill.

CEMENT PROMOTION

Signs, counter displays, envelope stuffers, instruction folders, booklets, calculators, and nail bags are part of the new advertising material designed to help dealers promote Sakrete—the ready-mixed cement that requires only water for use.

This material promotes the idea that home-owners can do their own repair jobs or build their own outdoor barbecue pits with this easy-to-use material.

Contact: Sakrete, Inc., Cincinnati, Ohio.

TWO NEW PLAN BOOKS

The L. F. Garlinghouse Co. has published a new book, "All American Homes," which contains 120 different elevations and floor plans.

The firm also has issued a revised edition of "America's Best Home Plans," containing 125 varied styles of homes with exterior views and plans.



Both books sell for 50 cents each. Blueprints, specifications, and material lists for all plans are offered by 24-hour mail service.

Contact: L. F. Garlinghouse Co., 822 Quincy, Topeka, Kan.

HARDWARE STAND

A new combination stock and display case for M-D sliding door hardware takes up only 15" x 19" of floor space. It holds a complete assortment of track and hardware to fit almost any job.

Suspended on the front of the case is an actual operating model that demonstrates a typical installation and shows the main selling features of the equipment.

Contact: Macklanburg-Duncan Co., Box 1197, Oklahoma City, Okla.

HARDWARE RACK

Hager "Handy" line of carded hardware can be displayed on a new stand that uses only 2½ square feet of floor space.

Carded hardware, in half-dozen lots of each item, is displayed and sold from both sides of the rack. Each card holds a plastic "see through" bag that carries the hardware item.

Display signs are furnished with the rack, which is offered with the initial order of "Handy" hardware.

Contact: C. Hager and Sons Hinge Manufacturing Co., 139 Victor St., St. Louis 4, Mo.





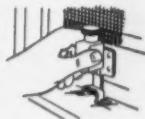
COMPARE THEM...AND YOU'LL CHOOSE **KEYSTONE**

ALUMINUM FRAMELESS TENSION SCREENS

IT HAPPENS EVERY TIME... comparison of different tension screens shows only Keystone has *every* feature that assures top screening efficiency and trouble-free service.

1 The screen wire and bars of Keystone Frameless Tension Screens are all aluminum...won't rust or stain...look like new throughout their extra-long lives.

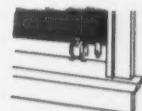
4 Patented catches at sill adjust tension with turn of knob. They're permanently dependable, tamper-proof, safe; don't weaken with age.



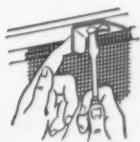
2 Screen edges are 5-strand selvage of rugged, special flat wire.



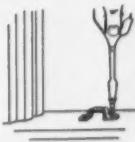
5 Exclusive free-floating sill bar automatically adjusts screen to uneven or off-level sill; assures snug fit at bottom; removes tendency to stretch screen too far.



3 Just two screws hold removable top bar. Only six screws required per window.



6 No bulky, unsightly hardware on sill...just two small, neat brackets.



It could very well pay you to get the whole story on Keystone Aluminum Frameless Tension Screens, today's leaders for sales, for service. Mail coupon.



KEYSTONE

WIRE CLOTH COMPANY

HANOVER, PA.

FOSTORIA, OHIO

Keystone Wire Cloth Co.
Dept. D-3, Hanover, Pa.

Kindly send me full information about Keystone Aluminum Frameless Tension Screens.

Firm. _____

My name. _____ Title. _____

Street. _____

City. _____ Zone. _____ State. _____

supply & demand

January Score Promising

With all types of private construction—except industrial, hospital and institutional, and farm—outpacing the first month of 1953, the construction record for January held promise of another good year of business. Government estimates showed total value of new construction put in place during January up 3% from a year before. Private construction was 5.3% greater than January '53.

Stars in the January pace-setting construction record were commercial (including warehouses, office buildings, stores, shops, etc.)—up 51.9%; urban residential additions and alterations—up 6.3%; social and recreational—up 45.5%; religious—up 22.9%; educational—up 21.9%.

On the other hand, non-farm housing starts during January were 5% less than a year before, due principally to unfavorable weather in much of the nation. However, on a seasonally-adjusted basis, activity was at an annual rate of 1,078,000 dwelling-unit starts. Except for December, this was the highest rate since last March!

Dodge Reports indicated construction award totals for the Southeastern states were 12% greater in January last year.

Price Changes Mixed

Prices of lumber and wood products—and some other materials—have tended to soften recently in the face of reduced demand and peak production capacity. The BLS wholesale price index for January showed that the wood index was down 0.3 from both November and December to 117. This was 2.9 below January '53—whereas wholesale prices for all commodities were up 0.8.

On the other hand, wholesale prices for chemicals and allied products (including paints) were up 3.5, and prices of structural non-metallic minerals were up 5.6.

Plywood prices have leveled off with the USP guarantee of \$85.

Asphalt felt is cheaper due to a little price war. So are the prices for some asphalt floor tiles.

1953 and 1952 Tie

According to U. S. Department of Commerce reports, wholesalers' sales of lumber and building materials in 1953 were right in line with those of 1952. The Middle Atlantic and South Central regions set the pace, with gains of 6% and 4%, respectively, over '52 results. Nationally, paint

and varnish sales at wholesale were up 6% last year from 1952.

The record was slightly worse at the retail level. For the lumber, building, and hardware group, 1953 retail sales were 1% below the 1952 total. For all retail sales, volume nationally was up 4% for the year.

Lumbering Along

The inroads of Western species of lumber on Southern pine markets, as reported on page 35 in the SOUTHERN BUILDING SUPPLIES' survey of lines handled—along with the seasonal let-down in building activity—have softened prices in most markets recently.

With stocks 2.2% greater at the start of '54 than a year before, the retailers are buying cautiously and mostly for immediate needs. Congressional action on the President's housing program will decide which way lumber prices and production will move this spring.

The Southern pine barometer for the week ended February 13 showed shipments 14.55% below production. Orders were 12.07% under output. Being just 1% below the booming three-year average, actual production, however, was high.

Southern pine statistics showed that 1953 production was 3.2% less than '52, and 2.4% under '51. Shipments were down 7.7% from '52 and 6.1% from '51. Orders were off 9.1%

from 1952 and 6.8% from 1951.

Among Promotion Tides

When such actions are taken—or statements are made—as these, their bearing on business should be considered:

The U. S. Air Conditioning Corp., St. Paul, Minn., predicts that "within the next five years, 2,000,000 homes in the U. S. will be air-conditioned. The sales of year-round systems will double this year over 1953."

A chain of paint stores in Houston has increased sales as much as 15% through participation in the Week-End Decorator campaign with window and floor displays and advertising.

Farm families are urged by the *Country Gentleman* magazine and the National Lumber Manufacturers Assn. to enter a \$10,000 rural home improvement contest that offers a \$2,500 first prize for the most outstanding permanent home improvement that uses some wood. Contestants are urged to visit their lumber dealers for "useful information and advice."

The new **Architectural Woodwork Institute** of America is now mailing brochures of technical information to architects throughout the nation periodically. The brochures include detail drawings, photographs, and specification data on typical custom installations of woodwork.



"Now, Colonel, are you satisfied that we sell only dry lumber in this yard?"

"Creosoted Products are the only thing for the job they do"

— says Joseph T. Couch, Jr., President

Couch & Bailey Lumber Company, Clarksdale, Miss.



JOSEPH T. COUCH, Jr., President of the Couch & Bailey Lumber Co., finds a growing demand for pressure-creosoted products in the area around Clarksdale, Miss., served by his store.



MR. COUCH shows one of his customers a pressure-creosoted fence post. Sales of posts, he finds, often lead to sales of such related items as fencing.

• The growing trend toward livestock farming on the Mississippi Delta has opened up a promising market for pressure-creosoted fence posts for the Couch & Bailey Lumber Company at Clarksdale, Miss.

Joseph T. Couch, Jr., president of the Company, reports that his firm has been selling pressure-creosoted products for about six years and they currently account for 5% of his business. He is thoroughly sold on the long life of pressure-creosoted wood.

Mr. Couch says that his average sale is 100 posts, but on several occasions he has delivered as many

as three carloads (4,500 posts) to a customer at one time. Some of his customers have told him they have had pressure-creosoted posts in the ground for as long as 17 years.

To tell farmers about the economy of pressure-creosoted posts, the firm uses handbills, plus newspaper and radio advertising. Response has been good in every case.

"I am thoroughly convinced that Creosote products are the only thing for the job they do," Mr. Couch says. "These products are also the least expensive because there is no maintenance."

HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

Turn the page to read how the producer of U·S·S Creosote is helping to promote the use of pressure-creosoted fence posts in your area. Then mail this card (no stamp necessary) for full information on how to become a pressure-creosoted fence post dealer.

What is pressure-creosoting?

Modern wood treating plants, using precise engineering methods, force by pressure a measured amount of Creosote into wood posts. This process protects them from termites, fungi, and dry rot... gives them far longer life. Many of these plants use U·S·S Creosote, a quality product of United States Steel.



MAIL
THIS CARD
TODAY—
NO STAMP
NEEDED!

United States Steel Corporation
Room 4285, 525 William Penn Place
Pittsburgh 30, Pennsylvania

I'm interested in distributing pressure-creosoted fence posts. Please send me additional information and put me in touch with pressure-treaters who produce this product. And, send me a copy of your new guide, "Fences That Pay."

Name _____

Address _____

City _____

State _____

HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

FARM PAPER ADVERTISING

Right now—well in advance of the spring fencing season—United States Steel is telling farmers about the advantages of Pressure-Creosoted Fence Posts. Advertising in regional and state farm papers describes the experiences of farmers in the reader's own area with Pressure-Creosoted Fence Posts.

These advertisements stress the savings in labor, savings in replacements and savings in fence that result from using pressure-creosoted fence posts. They go a long way toward convincing farmers that pressure-creosoted posts are the best wood posts.

FENCE CONSTRUCTION GUIDE

The makers of U·S·S Creosote have prepared a guide to the best approved methods of fence construction. It deals with problems farmers encounter in building fence, and it shows how pressure-creosoted posts save time and money.

When you mail the card below, we'll send you a sample of this guide, "Fences That Pay." Look it over. If you'd like copies later for your farmer customers, your pressure-treater who uses U·S·S Creosote can supply you.

**FENCES
that
pay...**



MATS FOR LOCAL ADVERTISING

If you wish to advertise pressure-creosoted fence posts in your local newspapers, your pressure-treater can obtain mats like this for you. There's ample space for your firm name and address.

United States Steel is a major producer of Creosote used by many producers of pressure-creosoted fence posts. When your supplier tells you he uses U·S·S Creosote, you can be sure a quality preservative has been used.

FIRST CLASS
Permit No. 3117
(SEC. 34.9 P.L.R.)
Pittsburgh, Pa.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL
Room 4285, 525 William Penn Place
Pittsburgh 30, Pennsylvania



"Pressure-Creosoted Fence Posts last much longer and are easier to keep up!"

W. C. Mead,
owner of Mile-Away Farms,
Southern Pines, North Carolina

"I selected pressure-creosoted posts because they last 30 to 40 years—much longer than regular types and require a minimum of maintenance. I have about 80 acres under fence now, and plan to put an almost 5000 acres as trees as possible."



**PRESSURE-CREOSOTED FENCE POSTS
SAVE TIME AND MONEY!**

HERE'S WHY:

Your Fence Last Longer. Creosote is the time-tested wood preservative.

Wood posts that have been pressure-treated with Creosote are highly resistant to attack by insects, fungi, dry rot, and other decay.

In thousands of installations all over the country, under all types of weather and conditions, farmers have found that pressure-creosoted fence posts last up to seven times as long as untreated posts.

Installation is Easier. Because they're straighter, stronger, uniform in size, pressure-creosoted fence posts

are easier to set than ordinary posts. You don't require as much digging to prepare the ground to staple the fence to pressure-creosoted posts. You save on time and labor.

Because they're uniform in size, the posts can be used again.

Resists Decay and Deterioration. By resisting decay and deterioration, pressure-creosoted posts help eliminate the expense of replacing worn out posts.

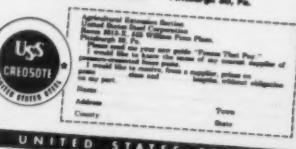
Many farmers report that, after twenty, thirty, or even forty years, they have not had to replace a single post.

Pressure-creosoted fence posts are trouble-free fence posts.

Ask for Fence Posts that have been treated with U·S·S CREOSOTE

There is no better preservative than U·S·S Creosote, a quality product of United States Steel. For the name of your nearest producer of pressure-creosoted fence posts, send a copy of "Fences That Pay," a helpful guide to better fence construction.

UNITED STATES STEEL CORPORATION
525 William Penn Place • Pittsburgh 30, Pa.



UNITED STATES STEEL

You've heard about them!
You've read about them!

We sell them!

PRESSURE-CREOSOTED fence posts

• You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and resetting... longer life from the fencing itself.

Why are pressure-creosoted posts your best buy? Because they are the engineered products

of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for **PRESSURE-CREOSOTED posts**

DEALER SIGNATURE



BUILDING MATERIALS DISTRIBUTION STUDIED AT S. M. U.

THE MEN grouped around the table in this picture on January 29 completed the 12th Institute of Building Material Distribution at Southern Methodist University. This 30-day industry training course was sponsored by the Lumbermen's Assn. of Texas, under the direction of SMU's Professor C. H. Shumaker.

The instructors and discussion leaders included 46 experienced representatives of material manufacturers, trade associations, allied professions, and the university. They covered the specification, use, pricing, and sale of lumber and other materials handled by retailers.

Thirteen other dealer employees attended the fourth week of the course to hear Johns-Manville's Herb Lotz and other instructors cover construction, estimating, millwork, and

retail salesmanship.

Shown in the picture, starting with the crew-cut student in front and going clockwise around the conference table, are: Best L. Kirk, Mangum, Okla.; Carl A. Dwyer, McLean, Tex.; James F. Walding, Austin, Tex.; Kermit B. Ingham, Stillwater, Okla.; Robert H. Wyde, Port Arthur, Tex.; William G. Throckmorton, Shamrock, Tex.; Cecil H. Williams, Memphis, Tex.

Also: Billie G. McMillion, Killeen, Tex.; Patrick F. Sullivan, Burk Burnett, Tex.; James E. Haskins, Lubbock, Tex.; Bill J. Havens, Bossier City, La.; Donald J. Stiles, Terrell, Tex.; Charles Lewis, standing, advertising instructor, Aylin Advertising Agency, Houston.

Also: Lee R. Slaughter Jr., Dallas; Sid D. Morrison, Dallas; Lee A. San-

derson, Lovington, N. M.; J. E. Sherrill, Bovina, Tex.; David T. Edwards, Crosbyton; Paten L. Bell, Houston; Walbridge J. Powell, Overton, Tex.; George L. Marion, Ardmore, Okla.; Judson A. Crow Jr., Dallas; George T. Farmer, Phoenix, Ariz.; and W. M. Yates Jr., Port Arthur, Tex.

Not shown in the picture are Henry D. Lindsley III, Plainview, Tex., and Allen C. Trumbull, Graham, Tex.

Job-wise, the students included six bookkeepers, seven salesmen, seven managers or officials, and five others.

Geographically, 19 students were from Texas lumber yards, three from Oklahoma, and one each from Louisiana, New Mexico, and Arizona.

The Cicero Smith Lumber Co. furnished nearly one-third of the class of 25, by sending eight men from as many of their line yards.

Construction Financing

The housing research division of the Housing and Home Finance Agency, Washington, D. C., has provided a useful manual for the industry in *"Construction Financing for Home Builders."* This 128-page book was written by Neal MacGiehan to put at the builder's finger-tips practical current advice on this vital topic.

Although divided into two parts, the contents of the book are most easily appreciated when approached from the "easy reference outline": financial planning; credit from building material suppliers — subcontractors — land-owners; credit on prefabricated house packages; down-payments from homebuyers; business

loans; suggestions for contract builders — operative builders — owner-builders; permanent loan commitments; appraised value; construction loans and procedure; FHA-insured loans and procedure; VA-guaranteed loans and procedure; conventional mortgage loans; cash budgeting.

Under "cash budgeting," helpful forms are reproduced showing a "Typical House Work-Schedule," "Typical House Cash-Budget," "Building Season Cash-Budget." Dealers might find it worth while to reprint these forms for friendly, suggestive distribution to homebuilder customers.

A special "chapter" is devoted to "Credit from Building Material Suppliers." It makes these important points:

"C.o.d. is troublesome as it requires meeting the delivery truck with cash

in hand. You need credit even for a few days as a convenience. . . . The general practice of material suppliers is to extend credit for 30 to 40 days.

"You must arrange permanent financing first so that your supplier can know that cash is available on completion. Credit costs money. Taking discounts builds up your credit reputation. The money you save on material bills may pay for the interest on your construction loans. So be sure your construction-loan pay-outs are timed to get discounts. . . . One of the first indications of accumulating sufficient working capital is invariably taking discounts on material bills."

"Construction Financing for the Home Builder" costs 70 cents a copy from the Supt. of Documents, U. S. Government Printing Office, Washington 25, D. C.

Manufacturers' NEWS

CHICAGO, ILL.: The **Zonolite Co.** has been elected to membership in the Brand Names Foundation, Inc. This is a non-profit educational organization whose program is devoted to giving facts about brand names to the public.

GLENDALE, CALIF.: Robert B. Hicks has been appointed president of the **Adams-Rite Manufacturing Co.**, makers of specialized locks and trim for builders hardware. Hicks was previously associated with the Pacific Airmotive Corp.

ST. JOSEPH, MICH.: Robert J. Criddle is new sales manager of the builder division for the **Whirlpool Corp.** He joined Whirlpool in 1952 as sales manager for defense contracts. Previously he spent 20 years with the Pure Oil Co.

ATLANTA, GA.: Partner with Mace Tobin in, and Southern sales manager of, the **Westwood Lumber Sales Co.** now is Harold Hopkins. Tobin's headquarters are in Eugene, Ore. Hopkins formerly was vice-president in charge of building material sales here for Randall Brothers, Inc., and has had long experience in sawmilling, millwork manufacture, and wood-products selling. He also represents the Hardwood Products Corp. of Neenah, Wis., from his office at 254 E. Paces Ferry Road, N. E., Atlanta.

BIRMINGHAM, ALA.: Following intensive product study and training at Lancaster, Pa., headquarters and Atlanta, Ga., sales offices of the **Armstrong Cork Co.**, James E. Mack is sales representative now in the Alabama territory for this building materials manufacturer. His office is at 501 American Life Building. Mack is a graduate of Yale University and a Korean war Air Force veteran.

SAVANNAH, GA.: A. H. Driver Jr. has joined the **Reynolds and Manley Lumber Co.** here as a sales official, following the liquidation of the Bankston Lumber and Export Co. with which he had been associated for many years. He will especially serve former Bankston lumber accounts in Europe, the United Kingdom, and the Caribbean Islands.

GALVESTON, TEX.: The **Mastic Tile Corp.**, said to be the largest floor-covering manufacturer in the nation, has announced plans to build a new \$2,000,000 plant on Pelican Island, if bridge facilities are constructed to the mainland.

ATLANTA, GA.: The **Shower Door Co. of America** recently held its annual sales meeting here, with representatives from all parts of the United States. They toured the new

plant and were taken on a fishing trip.

LAUREL, MISS.: After over 60 years of operation, Laurel's oldest industry, the **Green Lumber Co.**, ended the manufacturing phase of its business. Emphasis will be put on the retail and real estate departments of the business.

RALEIGH, N. C.: J. A. Saye has joined the **W. H. Allen Lumber Co.** as vice-president and sales manager. Previously he was with the Jeffreys-Myers Manufacturing Co. in Oxford.

PORLTAND ORE.: W. D. Hagenstein has been named managing director of the **Industrial Forestry Assn.** He joined the association after World War II as a forest engineer.

ARCADIA, FLA.: The Nocatee Industrial area, formerly owned by the Joe L. Moore Co., Inc., of Gadsden, Ala., has been sold to the **Stone Corp. of America, Inc.**, with offices in Point Pleasant, N. J. The property included a mill site, warehouses, railroad trackage, five houses, a boarding house, a steam locomotive, and 15 acres of land. The Stone Corp. operates a lumber business, in addition to manufacturing other building materials.

NEW YORK, N. Y.: W. Walter Jablon is now sales manager of the Home Instruments division of the **Freed Electronics and Controls Corp.** The company produces high fidelity equipment.

NILES, OHIO: The **Bostwick Steel Lath Co.** recently announced the development of a new machine for making extended bull-nose corner bead. The new machine assures end-to-end straightness for Bostwick's extended bull nose of 26-gauge galvanized sheet steel in lengths up to 12 feet.

BENTON HARBOR, MICH.: Colin G. Kennedy has been appointed advertising manager of the construction machinery division of the **Clark Equipment Co.** His assistant is George M. Barnard. Both Kennedy and Barnard held similar positions with the Michigan Power Shovel Co., which Clark bought last year.

HOUSTON, TEX.: Ralph J. Krohn Jr. has been made district sales representative for the state of Texas for the **Dayton Pump and Manufacturing Co.**, Dayton, Ohio.

OZONE PARK, N. Y.: The **Adelphi Paint and Color Works, Inc.**, has bought the paint and varnish business of Baer Brothers. This will increase Adelphi's technical facilities and dealer outlets. The new company, operated as an Adelphi division, is called Baer Brothers Paint and Varnish Co., Inc.

CINCINNATI, OHIO: The **Philip Carey Manufacturing Co.** has announced the appointment of Gilbert D. Lortz as sales manager of industrial rockwool felt, asbestos fiber, millboard and paper, fabricated parts, and Asbesto-Sorb. He returns to the sales department after several years in the manufacturing division.

CONYERS, GA.: Martin F. Hurst has been elected vice-president in charge of production of the Hutson division of the **Gibson-Homans Co.** The company makes roof coatings, calking and glazing compounds, and allied protective coatings.

MINNEAPOLIS, MINN.: The **Goodman Manufacturing Co.** of Chicago, pioneer builder of mining and tunneling machinery, has acquired from the Diamond Iron Works, Minneapolis, its line of crushing, screening, and handling equipment for rock, sand, and gravel. Manufacturing operations will be transferred to Chicago.

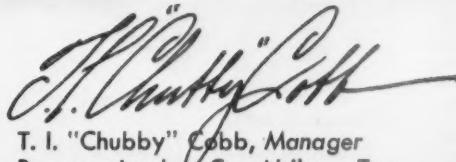
GRAND RAPIDS, MICH.: President James R. Sebastian of the **Rapids-Standard Co., Inc.**, has announced his firm's purchase of an interest in the Keystone Conveyor Co. of Detroit. The new name of the Detroit firm will be Rapistan-Keystone, Inc.

KALAMAZOO, MICH.: The **Ruud Manufacturing Co.**, maker of gas



EDWARD R. MANIX, above, is now vice-president as well as general sales manager of the Nichols Wire and Aluminum Co. at Davenport, Iowa. He formerly was treasurer of the Arms Manufacturing Co. and president of the firm in New England that represented Nichols. He became general sales manager in May, 1950.

"Fir Plywood means the difference between profit and loss"



T. I. "Chubby" Cobb, Manager
Bowman Lumber Co., Abilene, Tex.

There's a profitable clue for you in the way
Chubby Cobb re-built sagging sales by specializing
in fir plywood. Here's a capsule of the plan*
that helps sell over a carload of plywood a month—

1. **ADEQUATE INVENTORY**—Carry complete line of fir plywood, all grades and sizes, plus specialties. "You can't sell what you don't stock," explains Mr. Cobb.
2. **STORE DISPLAY**—Identify yard as "Fir Plywood Headquarters." Remodel showroom around plywood displayed in full sheets and in handy panel racks.
3. **ADVERTISING AND PROMOTION**—Regular newspaper ads plus daily radio announcements feature plywood specials. Offer plans and "how-to" material for builders, farmers, "do-it-yourself" enthusiasts.

***DENOUEMENT:** Based on Abilene yard's success, Sam C. Newman, owner, Bowman Lumber Co., is emphasizing fir plywood in firm's eight other yards—to build traffic, to help sell other merchandise, to build sales volume.



Play it safe! Your reputation is on the line with
every panel you sell. Stock only DFPA-registered
panels. "EXT-DFPA" for outdoor use, PlyPanel for
interior finish, PlyScord for structural use.

water heaters and house heating appliances, has announced plans to move its general offices from Pittsburgh, Pa., to Kalamazoo. The firm recently discontinued major operations in Pittsburgh.

ATLANTA, GA.: Paul A. Duke has joined the fabricating division of the **Atlantic Steel Co.** as sales engineer. He handles sales of fabricated reinforced bars, welded wire mesh, and accessories for the construction industry. A former All-American football player, he played professional football with the New York Yankees.

DALLAS, TEX.: S. O. Hopson has been made advertising manager for the **Clearview Louver Window Corp.** Formerly he handled advertising for an engineering firm and served several advertising agencies.

MINNEAPOLIS, MINN.: Robert Faegre, executive vice-president of the **Minnesota and Ontario Paper Co.**, has been named to the board of directors of the Northwestern National Life Insurance Co. of Minneapolis.

LOCKPORT, N. Y.: **Lockport Mills, Inc.**, recently announced several changes in personnel. Vice-President Lloyd S. Cochran is now in charge of all sales activities, including those of the dry goods division. Arthur C. Link succeeded William J. Earon as sales manager of the dry goods division.

CHICAGO, ILL.: At a recent directors' meeting, Ray L. Oughton was chosen for the newly-created post of vice-chairman of the board of the **American-Marietta Co.**, makers of paints, adhesives, metal powders, and other building materials. Robert E. Pflaumer was elected president to succeed H. J. Hemingway.

SHELBYVILLE, KY.: Charles C. Smith has joined the **Roll Forming Corp.** as manager of operations. Previously he was an executive with the General Electric Co. in Louisville.

ANAHEIM, CALIF.: The **Robertshaw-Fulton Controls Co.** has announced the appointment of Thomas H. Jeffers as assistant general manager of the Anaheim division. He has also been elected assistant vice-president. T. T. Arden continues as general manager of the Anaheim division.

BENTON HARBOR, MICH.: The **Clark Equipment Co.** has appointed Dudley A. Burnett and Marshall O. Nystrom as district manager of the construction machinery division. Burnett serves the South, Atlantic coast, and New England districts. Nystrom covers 11 Western states, Oklahoma, and Texas.

PITTSBURGH, PA.: Thomas M. Riley has been made assistant paint and brush advertising manager of the **Pittsburgh Plate Glass Co.** He joined the firm in 1937 and has served as manager of purchasing and advertis-

OHIO CEMENT MILL BOUGHT

Located 15 miles east of Portsmouth, Ohio, this is the Superior cement plant which the Marquette Cement Manufacturing Co. purchased recently from the New York Coal Co. Marquette soon will increase its annual capacity from 800,000 to 1,000,000 barrels of cement. It supplies cement to dealers in the Ohio and Kanawha river valleys of West Virginia and Kentucky. W. B. Carter continues as Superior-Marquette's sales manager.



ing for the Pacific coast paint division since 1951.

WASHINGTON, D. C.: Frank Purcell, who has had extensive experience in fire-insurance rate analysis and plant inspections, has joined the staff of the **National Lumber Manufacturers Assn.** as a fire insurance consultant. He succeeded Kenneth Underwood, who resigned recently.

HAMMOND, IND.: The Byerlyte Corp., Cleveland, Ohio, and Allied Materials Corp., Oklahoma City, Okla., the nation's two biggest independent asphalt refineries, have announced the construction of a third—the **Allby Asphalt and Refining Corp.** to be located in Hammond. The new plant will be tied by pipeline to every major oil refinery and installation in the East Chicago, Hammond, and Gary area.

RICHMOND, VA.: William H. Nelson has been appointed regional sales manager in the Southeast territory for the **Whirlpool Corp.** His territory includes Kentucky, Virginia, the Carolinas, and parts of Tennessee and Indiana. He replaced Charles Mason, resigned.

Monarch Weatherstrip Expands Representation

A. Naughton Lane, vice-president of the **Monarch Metal Weatherstrip Corp.**, St. Louis, Mo., has announced his firm's plan to divide the nation into 10 or 12 territories for improved distribution of its products.

Sales representatives heading these territories will be specialists in weatherstripping for complete window units and will work directly with sash and door manufacturers, retail dealers, builders, and architects.

The first sales organization to be

appointed was William O'Callaghan and Associates, Atlanta, Ga., whose staff will cover the Carolinas, Georgia, and Florida. This company plans additional sales offices to cover Tennessee, Mississippi, Alabama, eastern Arkansas, and eastern Louisiana.

The second appointment was the Dunne Co., with offices in Dallas and Houston, Tex. This firm covers Texas, Oklahoma, western Louisiana, and western Arkansas. New offices soon will be opened in San Antonio.

Kentucky dealers will be served by Dwight Prosser, Mansfield, Ohio.

Rinker Heads Concrete Masonry Producers

M. E. Rinker, who heads the **Rinker Materials Corp.** in West Palm Beach, Fla., is the new president of the National Concrete Masonry Assn. He was elected last month at the annual meeting in Washington, D. C., which was attended by more than 2,000 persons at the Shoreham Hotel.

Among the other officers are W. R. Ireland, Birmingham (Ala.) Slag Co., vice-president, and Carroll Strohm Jr., of Nashville, Tenn., who continues as secretary-treasurer. A new director is R. H. Radcliff Jr., Mobile, Ala.

Although the production of concrete blocks has quadrupled in the past 12 years, Executive Secretary E. W. Dienhart predicted that the industry will show only a small increase in output this year. He attributed this to a leveling off of new construction and the elimination of basements in most houses being built. He said that 37 per cent of the blocks had been bought for house construction.

The trend to modular size concrete block was hailed by William Dem-

arest Jr., modular coordination secretary for the AIA. He explained the purpose of modular coordination as "construction efficiency and construction economy" through the coordination of masonry unit sizes with those of other materials.

G. Yates Cook, originator of the successful "Baltimore Plan" of slum clearance and new rehabilitation director for NAHB, asserted that almost every large city in this country is drifting into bankruptcy "because of the failure to conserve housing, thereby allowing blight to spread across the land."

Cook offered a three-point campaign to provide better housing for middle- and low-income families: (1) support and participation of the industry; (2) credit improvement for existing housing; and (3) political endorsement at Federal, state, and municipal levels of housing rehabilitation.

With Ala. Metal Lath

Jack B. Withers is now sales representative for the Alabama Metal Lath Co. in Georgia, east Tennessee, and lower South Carolina. He sells lath and accessories and rain-carrying products to local distributors.

A native of Atlanta and a graduate of the University of Georgia, Withers formerly was with the Cheney Lime and Cement Co. in the Georgia territory. He previously was purchasing agent for the Atlanta Woolen Mills, and served in the U. S. Navy two years during World War II.

TV Show for Gold Bond

The National Gypsum Co. has begun sponsoring the Dave Garroway TV program over NBC.

Between 7 and 9 a. m., viewers will see Garroway actually demonstrate how a variety of Gold Bond building products are used for remodeling and building. His "Today" program also will offer viewers Do-It-Yourself literature. The program runs for 52 weeks.

Store More J-M Shingles

Two new asphalt shingle warehouses that increase storage capacity by more than 300 per cent were completed recently at the Johns-Manville plants in Waukegan, Ill., and Manville, N. J. This, in effect, increases by one-third J-M's year-round capacity to produce asphalt shingles at these plants.

Both warehouses are built on a concrete slab. The framework is steel. The walls and roof are of corrugated Transite on the outside, with J-M Transitop on the inside.

Here's Your New
Best Seller
Nationally Advertised
SPACEMASTER
Folding Doors

Here's a building specialty your customers are going to be demanding soon. It's the nationally advertised "Spacemaster"—a quality folding door that saves space, adds beauty in any home... yet even with a full mark-up you can offer it at the *lowest price in the history of quality folding doors*.



Here's Why Your Customers Want

"SPACEMASTER"

- **It saves space**...There's no area lost to door swing.
- **It costs so little**—builders find they can install it for less than a wood door and necessary extras.
- **It's so easy to install**—the homeowner can do it himself in 15 minutes. No fitting, no sanding, no planing needed.
- **It's so easy to maintain**—vinyl-fabric cleans with soap and water—steel frame requires practically no maintenance.
- **It fits most standard openings**—two heights; 6' 6" and 6' 8 1/2". Three widths from 2' 6" to 4' 0". Doors can be used as pairs.
- **It's a quality product**—by the makers of famous "Modernfold" doors.

Strong advertising and promotion help you sell "Spacemaster"

When you handle "Spacemaster," you get the benefit of national advertising—to homeowners in BETTER HOMES AND GARDENS, AMERICAN HOME, POPULAR MECHANICS, to builders in PRACTICAL

CAL BUILDER, AMERICAN BUILDER, LIVING, HOUSE AND HOME...PLUS free ad mats, radio and TV scripts, literature, publicity stories, mailing pieces, low-cost high-powered displays.

Call your "Modernfold" distributor
or mail coupon for full information.

SPACEMASTER folding doors
by

NEW CASTLE PRODUCTS, INC.
New Castle, Indiana

In Canada:

New Castle Products, Ltd.
Montreal 6

Copyrighted New Castle Products, Inc., 1954



New Castle Products, Inc.
P. O. Box 991, New Castle, Indiana

Gentlemen: Give me full information on "Spacemaster" doors.

Name.....

Company.....

Address.....

City..... County..... State.....

STRICTLY wholesale

MEMPHIS, TENN.: The **National Plywood Distributors Assn.** has scheduled a meeting of the Southern section in Memphis at the Peabody Hotel, March 23-24. The association members decided that two-day meetings would be more effective than the usual one-day events.

CHARLESTON, S. C.: **Builders, Inc.**, has been incorporated to distribute wholesale building materials, equipment, and appliances. James N. Crull is president.

DALLAS, TEX.: One of the largest shipments ever made of St. Regis Panelyte plastic sheet material was made recently to the **Roddis Lumber and Veneer Co., Inc.**, with warehouses in Dallas, Houston, and San Antonio. The shipment was enough to cover 10,000 kitchen sink tops. A banner on the railroad car proclaimed this fact.

RALEIGH, N. C.: The **Associated Plywood Mills, Inc.**, Eugene, Ore., has opened a branch warehouse here at the Raleigh Bonded Warehouse. The company maintains two plywood manufacturing plants on the West Coast and has seven branch warehouses. Hal Airington manages the Raleigh branch.

AUBURN, N. Y.: The **Remington Corp.**, has announced three new distributors for its room air-conditioners. They include the Hales-Mullaly Co., Oklahoma City, Okla.; Crenshaw Baine, Inc., Little Rock, Ark., and Ambassador Distributors, Inc., Miami, Fla.

ATLANTA, GA.: The **Atlantic Steel Co.** now distributes steel building products made by the Great Lakes Steel Corp., Detroit. These include Quonset and Long-Span buildings, Stran-Steel nailable framing and structural sections. Atlantic Steel's territory includes parts of Georgia, Alabama, Tennessee, and South Carolina.

DALLAS, TEX.: The **Clem Lumber Co.** this year celebrates its 60th year of business. It was established at Pecan Gap and grew to become one of the largest line firms in the Southwest. The firm disposed of its branch offices in 1937, discontinued its retail business, and now distributes wholesale millwork exclusively.

NEW ALBANY, MISS.: Jack Dowdy and his wife have sold the **City Lumber Co.**, wholesale-retail firm, here to Walter Porter, cotton gin operator of Enterprise. Dowdy will devote all his time to raising minnows in nearly 100 fish ponds.

Two Meetings Planned for Material Wholesalers

Two national meetings have been scheduled by the National Building Material Distributors Assn. for 1954. Two-day meetings will be held May 3-4 at the Hotel Statler in Washington, D. C., and November 15-16 at the LaSalle Hotel in Chicago, Ill.

According to President H. M. Dooley, the first day of each meeting will be devoted to association affairs, and the second day to national speakers in sessions open to manufacturers and guests.

South - Southwest members of newly-appointed NBMDA committees are:

Trade Practice Rules — Charles Folsom, Bass and Co., Inc., Hopkinsville, Ky.

Membership — W. N. Fry Jr., Fischer Lime and Cement Co., Memphis, Tenn.

Major effort in 1954, according to Dooley, will be development of 28 local group meetings of building material distributors. New members will be sought to build these groups. The NBMDA membership now exceeds 150. Among the new members is the St. Joseph (Mo.) Builders Supply Co.

Now Westlake Windows

A new distributorship for metal windows has been opened in Atlanta, Ga., at 751 Chestnut Street, N. W., by

Ed Westlake, "the window man." The firm's name: The Ed Westlake Window Corp.

The president and manager for whom the firm is named had been window specialist for Maxwell and Hitchcock, Inc., for over two years. For five years before that, Westlake headed window sales for the Sanders-LeCraw Co.

His lines include the Altex single- and double-hung aluminum windows, the Arnold aluminum awning and jalousie windows and jalousie doors, and all types of steel windows. He plans to distribute through dealers in Georgia from Atlanta, with the aid of a team of salesmen he is recruiting.

Science Teaching Gets Help from Du Pont Co.

The Du Pont Co., Wilmington, Del., has allotted funds totaling \$238,500 for grants to universities and colleges to advance the teaching of science. This new part of the company's program of aid to education is the result of an experimental plan announced last year.

Reports coming in from many of the institutions receiving Du Pont grants indicate that they have a special need of assistance in the development of science teaching. So, the company has now made advancement of teaching the largest single part of its aid-to-education program, which for many years has also pro-



JENKINS WINS METER AT CONVENTION

J. Ray Jenkins, of Elizabethtown, was the winner of the moisture register presented in a drawing for Kentucky lumber dealers at their January convention in Louisville. The drawing was staged by the Southern Pine Assn. in cooperation with the Moisture Register Co. In the above photo, H. L. Shannon, new president of the Kentucky Retail Lumber Dealers Assn., presents the lumber moisture tester to Jenkins. Shannon said he used such an instrument in his business at Henderson. SPA will make a similar award at all dealer conventions where it has an exhibit this year.

vided grants for fundamental research and post-graduate fellowships.

The four separate plans in the new development include \$100,000 to advance the teaching of chemistry in colleges; \$73,000 for post-graduate teaching fellowship in chemistry; \$25,500 for summer research grants for chemistry teachers in universities; and \$40,000 for fellowships for master's degree training of high-school science and mathematics school science and math. teachers.

OLA Sponsors First Female Employee Course

The Oklahoma Lumbermen's Assn. and the University of Oklahoma conducted a training course for women employees of building material merchants, January 21-23, at the university in Norman.

With emphasis on the Do-It-Yourself market, the study courses covered decorating, color design, wallpaper, combinations of period furniture, and architectural periods of homes. It offered suggestions in merchandising from the standpoint of the drop-in trade, especially women customers, public relations, and telephone courtesy.

The following students attended the course: Iva Mae Ludwig, Bob Fraley Lumber Co., Ardmore; Anna Lou Bolerjack, Gordon White Lumber Co., Chandler; Oleta Housley, Geo. V. Stein Lumber Co., Frederick; Mrs. J. V. Stewart, Stewart Hardware, Medford; Mrs. Helen Coker and Mrs. Flossie Smith, Hope Lumber and Supply Co., Muskogee; Mrs. Ethel M. Locke, Norman; Bonita Bell, Florence Bunker, and Jobyna Shreve, Chaffin Bros. Lumber Co., Oklahoma City.

Mrs. Marion Grotkop and Jean Handley, Standard Roofing and Material Co., Oklahoma City; Harry Mason, Mason Lumber Co., Reba Jackson, Mrs. Paul Leon Hord, Mrs. Howard Tatum, and Clydia Wright, all of Oklahoma City; Mrs. Caroline M. Held and Mrs. R. A. Parker, Bob Parker Lumber Co., Miss Wanda Lane and Mrs. Vernon Rogers, Rock Island Lumber Co., all of Ponca City.

Mrs. Muriel Reeves, Roy Perkins Lumber Co., Pauls Valley, Mrs. Jim Schatz, Stillwater; Gladys Shelhamer, Valley Lumber Co., Tonakwa; Lon C. Conner, Hope Lumber and Supply, Tulsa; Frances Perschbacher, V. W. Steele Lumber Co., Wayne.

Catherine Arnett, Betty Evans, and Esther Huntsinger, Huntsinger Paint Co., Arkansas City, Kan.; Mrs. W. R. Davis and Mrs. L. E. Gregg, Davis Lumber and Hardware Co., Hutchison, Kan.; Doris Morley, Rock Island Lumber Co., Independence, Kan.; Virginia Conley, Ruth Vaughan, and Agnes Grosvenor, Rock Island Lumber Co., Wichita, Kan.; and Mrs. Mary Streit, City Lumber Co., Detroit, Mich.



the Amazing New **PER-FIT SLIDER** ALUMINUM

...is the easiest aluminum window to sell because it has more wanted features and costs even less than wood!

Screw-lock smooth, mitred frame corners factory sealed. Rack-free rigidity. Close fitted joints—wind, water and dust tight forever. Factory located hardware assures perfect fit of storm sash and screens. • All frames have continuous perimeter installation fins. • Semi-pneumatic Ventiseal weather stripping inside jambs. The most advanced weathering system, plus a sash cushion. • Continuous zinc weathering strip in frame head; smooth operation and full length weather seal. • Rubbing block on zinc weather strip in head assures perfect closure and seal of meeting rails. • Scientifically designed weep holes in sill frame for immediate drainage under all conditions. • Weep holes in sill frame protected from weather by continuous beaded flange which is an integral part of the removable cover plate. • All weathering is built into the window frame where it belongs; out of harm's way and thoroughly protected by the frame. • Screw-lock mitred sash corners permit easy job re-glazing. Lifetime Ventiseal glazing. • Sash siderails have two-point contact with semi-pneumatic jamb weather strip for double weather protection. • Nylon pressure buttons in sash head rail, actuated by stainless steel springs, eliminate wind rattles in any sash position; constantly push sash firmly against the zinc weather strip. Nylon-aluminum, aluminum-zinc contact provides natural lubrication for permanent, easy, finger-tip operation. • Full-length self-sealing action provided between sash and sill cover-plate. • Forged and machined cam action lock forces sash against the semi-pneumatic weather seal in side jambs; seals meeting-rails air-tight, dust-tight; maximum weather seal. • Top to bottom finger rail for quick, easy opening; prevents pinched fingers; adds beauty—and rigidity—at a critical point. • No sharp, easily damaged weather strip exposed when sash is out; no home-owner injury hazard. • Write for descriptive literature.

... That's only a small part of the story. If you are looking for a *better* window line write today for the complete PER-FIT story—learn about the famous PER-FIT and BEST-VENT double hungs—learn how you can compete not only with other aluminum windows but with wood windows too—at full mark-up.

PER-FIT DOUBLE HUNG • BEST-VENT DOUBLE HUNG •
PER-FIT SLIDER • PER-FIT GLASS BLOCK WINDOW

**PER-FIT PRODUCTS
CORPORATION**

1206 EAST 52nd STREET, INDIANAPOLIS, INDIANA

World's Finest Aluminum Windows

The
PER-FIT
Line

product parade...



LOW-COST STAIRWAY

Designed for initial low cost, yet preserving some advantages of more expensive models, is the new folding stairway made by EZ-Way Sales, Inc., Dept. SBS, Box 300, St. Paul, Minn.

This model 178 EZ-Way has a tempered spring operating mechanism for easy retraction. A self-locking principle insures rigidity when in use.

No attic clearance is required. Models are designed for ceiling heights from 7'6" to 9'.

Write for P85. Use coupon below.

NEW HARDBOARD

A new hardboard, said to be the first made by the dry process from defibrator whole-wood fibers, is announced by the Weyerhaeuser Sales Co., Dept. SBS, St. Paul, Minn.

The manufacturer literally takes the tree apart, processes the whole-wood fibers, and reconstitutes them into a new form of wood with added advantages. After defibration, the white fir fiber is felted from air suspension, then hot-pressed into boards, humidified to prevent warpage, trimmed, and cut to specified size.

Three types of this hardboard are being made—standard, treated, and a tailored-to-use board. Designed to take various stresses, the latter type is pressed to various densities.

The new Weyerhaeuser hardboard is exceedingly workable and can be die-cut, polished by buffing, drilled, punched without burring, bent to permanent contours, and otherwise worked with wood tools.

Write for P86. Use coupon below.

LONG-WEARING HINGES

Longer-wearing hinges featuring bronze oilite bearings have been announced by Ideal Brass Works, Dept. SBS, 250 East 5th Street, St. Paul 1, Minn.

These hinges have been subjected to 1,500,000 cycle tests—equivalent to

100 years of residential storm- or screen-door operation—and showed only .0015" wear. They are made in solid brass, plated steel, or stainless steel.

Write for P87. Use coupon below.

WALL DESIGNS



Home-owners can apply their own designs to walls with a new roller and Super Kem-Tone Applikay, made by the Sherwin-Williams Co., Dept. SBS, Cleveland 1, Ohio.

After a wall is painted a desired background color, the design goes on in Applikay—a new coating that has an opalescent sheen that gives a silk-

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

Gentlemen:

Please send more details of the new products indicated.

(Print Plainly)

Name _____ Title _____

Company _____

Address _____

City & State _____

March, 1954

Circle numbers below. Bulletins and catalogs will be mailed promptly.

P85	P86	P87
P88	P89	P90
P91	P92	P93
P94	P95	P96
P97	P98	

brocade effect when viewed from various angles.

Because the designs available are all non-geometric, it is not necessary to match lines while applying the Applikay. This coating comes in eight colors.

Write for P88. Use coupon page 88.

AIR CONDITIONERS

The Coleman Co., Dept. SBS, Wichita, Kan., now offers nine air-conditioning systems.

The 1954 line includes six models of two types for home installation and three for commercial use. It includes a packaged evaporative condenser and compressor, called the Water-Miser, in two-, three-, and five-ton sizes.

This compressor-condenser package uses and re-uses water and lowers electric power consumption by as much as 25 per cent.

Write for P89. Use coupon page 88.

NEW PLASTIC COLORS

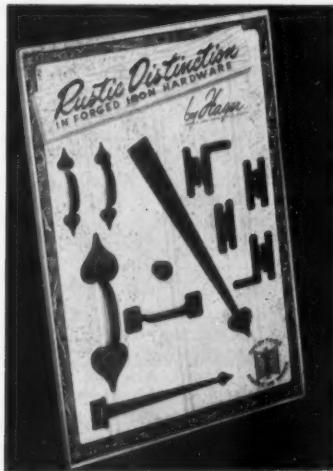
The Formica Co., Dept. SBS, Cincinnati 32, Ohio, has introduced a new Sunrise Color line of laminated plastics.

The new line consists of 65 colors and patterns, 32 of them completely new, including 18 solid colors and two new patterns.

The colors are stain-resisting and are used to complement each other in decorating schemes.

Write for P90. Use coupon page 88.

FORGED IRON HARDWARE



Made by the C. Hager and Sons Hinge Manufacturing Co., Dept. SBS, 139 Victor Street, St. Louis 4, Mo., a new line of forged iron hardware is ideal for Colonial, Early American, and modern homes.

It includes large and small strap hinges and hinge straps, to fit both flush and lipped doors. Butt hinges



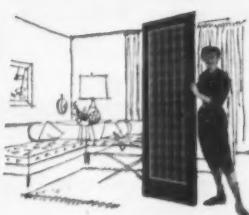
News in doors...

Home planning for '54 emphasizes use of more color, better materials, new techniques. This kind of planning is good news for dealers who can supply the exciting re-styled fir picture panel doors. The new idea of treating doors as decorator pieces (instead of barriers) is taking hold like wildfire and bringing welcome new profits to dealers.

Style conscious home owners are quick to include new ideas in their homes. It's good selling sense for you to offer them doors that make good style sense.

These brilliant new doors serve as palettes for home owners to create colorful and dramatic features that complement a room.

FIR PICTURE-PANEL DOORS



The traditional dependability of fir panel doors has not changed. They're still craftsman-made to rigid industry and U. S. Commercial Standards. The finest straight grain Douglas fir, the same meticulous detailing is still standard to West Coast fir door manufacturers. Cost? Lower than most doors on the present market. Call your regular supplier or write Fir Door Institute, Tacoma 2, Washington.



Industry grade trademark signifying independent inspection assures manufacture and quality called for in U. S. Commercial Standards.

have steeple tip and reversible styles.

This new forged hardware is first bonderized and then finished in traditional dead black.

Write for P91. Use coupon page 88.

CUSTOM PAINT SYSTEM

The Colortone system for custom paint shades permits dealers to offer a choice of 1,560 decorator colors in any type of paint finish. It is distributed by the Pratt Paint and Varnish Co., Dept. SBS, Dallas, Tex., and Steelcote Manufacturing Co., Dept. SBS, St. Louis, Mo.

Any shade is obtained quickly by adding one or two tubes of color to

a base. An album of shades enables customers to make a selection easily.

The entire Colortone system takes a minimum of shelf space and a small investment. Sixteen shelf units make up a display, with each tinting color on its own shelf unit.

Write for P92. Use coupon page 88.

MOVABLE YARD RAMP

The Penco magnesium yard ramp serves as a "movable loading dock." Made by the Penco Engineering Co., Dept. SBS, 25 California Street, San Francisco 11, Calif., it is moved and placed by one man.

It comes in two sizes—60" and 70"

wide—and in six capacities ranging from 4,000 to 16,000 pounds. It is adjustable within 38" to 55" range. Curved side rails extend the entire length on both sides.

This magnesium ramp is offered with either fixed wheels or hydraulic lift.

Write for P93. Use coupon page 88.

HARDWOOD PLYWOOD

Associated Plywood Mills, Inc., Dept. SBS, P. O. Box 672, Eugene, Ore., has introduced a new hardwood-faced plywood, with solid core. Veneers are of birch and Philippine mahogany.

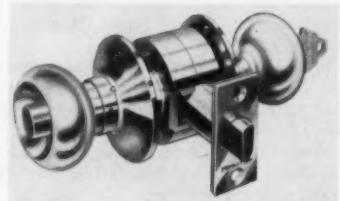
Sizes go up to 4'x8', in thicknesses of $\frac{1}{4}$ " and $\frac{3}{8}$ ".

The $\frac{1}{4}$ " panels are used in homes and office building and modernization.

The $\frac{3}{8}$ " panels are used for cabinets, other furniture, and built-in conveniences.

Write for P94. Use coupon page 88.

NEW STYLE LOCKSET



The Challenger 800 series of semi-heavy-duty latchsets and locksets is now made in a modern, concave design by the Hollymade Manufacturing Co., Dept. SBS, Los Angeles, Calif.

The company also has added to its line a special lockset for motels, made with either the Venus or Concave design knob. The motel lock is equipped with a positive shut-out feature. When locked from the inside, the lock is opened only by use of a special emergency key.

Write for P95. Use coupon page 88.

NEW ADHESIVES

Flintkote has introduced a new rubber cement, identified as No. 749, and a tile cement, No. 25. They are available from the Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

The rubber cement is a non-flammable, water-base adhesive that bonds paper, paperboard, cloth, insulation material, asphalt-saturated felts, and various composition floor coverings.

The tile cement is non-flammable and not affected by extreme or variable temperatures, including those of radiant-heated panel slabs. It is used for adhering all types of

"You'll profit with new Marlite PLANK & BLOCK!"

EASY TO INSTALL—EASY TO SELL

FAST, EASY INSTALLATION — New Marlite Plank and Block are your answer for customers who want to modernize a bedroom, living room, recreation room, kitchen and bathroom . . . or who want to convert their unused attic into an extra room. Quickly installed by carpenter or homeowner over old or new walls. Exclusive tongue and groove joint conceals all fastening.



HANDY, CARRY-OUT SIZES

—Planks (16" x 8') and Blocks (16" square) are packaged in convenient, easy-to-handle cartons. Your do-it-yourself customers can load enough paneling in their car for an entire room.

BEAUTIFUL "COMPANION

COLORS"—With 10 beautiful colors styled by Raymond Loewy Associates, plus 4 distinctive wood patterns, your customers can plan hundreds of decorating schemes for any room. Convenient "color deck" makes selection easy.

BAKED MARLITE FINISH —

Permanent soilproof finish never needs painting; cleans with a damp cloth. Fingerprints, smudges, and stains whisk away quick as a wink. Marlite's new soft lustre finish is styled for any room, in home or business.



Marlite®

PREFINISHED

WALL and CEILING PANELING

asphalt and semi-rigid vinyl plastic asbestos flooring over wood or concrete.

Write for P96. Use coupon page 88.

PLANE UNIT



For National Hardware Week, Stanley Tools, Dept. SBS, New Britain, Conn., offers a new H6 plane unit made up of six Stanley Handyman planes, including jack, smooth, and block.

The plane unit consists of three bench planes, two non-adjustable, low-angle block planes, and one adjustable low angle block plane with tempered cutter.

Write for P97. Use coupon page 88.

WHITE CAULKING

In keeping with the Do-It-Yourself trend, the Dicks Pontius Co., Dept. SBS, Dayton, Ohio, offers a new high-quality white caulking compound, packaged in a giant tube for handy use.

Ten tubes are packed in each counter display box. The tube features a built-in applicator tip.

This caulking compound is suitable



for use around window and door frames, concrete, masonry, chimneys, roof flashings, cornices, sinks, bathroom fixtures, and other spots.

Write for P98. Use coupon page 88.

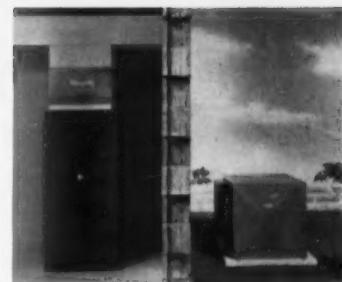
HOME AIR-CONDITIONER

A new unit for converting forced warm-air furnaces to complete year-round air-conditioning systems has been announced by the Carrier Corp., Dept. SBS, Syracuse, N. Y.

This Add-On Weathermaker unit consists of a small, silent cooling and dehumidifying unit that slips on top of the furnace, taking the place of the normal sheet-metal box from which ducts are led off to different rooms in the house.

The primary market for this Carrier product will be the 3½ million warm-air heating systems installed in homes during the last five years. The refrigerator unit can be installed in the yard, garage, or breezeway and requires no water at all.

Carrier's 1954 line of room air conditioners includes window models in 1/3-, 1/2-, 1/4-, and 1-HP sizes. Console units are supplied in 1- and



1½-HP sizes in air-cooled models and in a 1-HP water-cooled model.

Write for P99. Use coupon page 88.



No one, probably—but if you want a preservative bath, you couldn't select one that is safer to the skin (and for your customers to use) than COPPO! COPPO is also harmless to animal and vegetable life, but it surely plays HOB with termites, rot and mildew!

There are no cautions on COPPO cans telling you to "remove your clothes if splashed, wear rubber gloves, safety mask, call a physician, etc." Not on COPPO! The only caution with COPPO compares exactly with ordinary paint thinner—something everyone is familiar with (even those do-it-yourself customers).

Your customers need a long-lasting preservative that is SAFE to use. **YOU** need COPPO to get your share of the ever-growing preservative market. Order COPPO from your jobber salesman today!



All gallons packaged in the attractive Up-Front Salesmaker Display.

Write us for additional information and nearest jobber now!

The Coppo Company, Inc.

2342 S. Lauderdale • Memphis, Tenn.



dealer NEWS

KANSAS

BURLINGAME: Floyd Hayes, manager of the Burlingame Lumber Co., suffered from injuries after falling 21 feet from a hotel window in Rockport recently. During the night, he tried to open a stuck window and

fell to the ground, lying unconscious several hours in zero weather. He was hospitalized in Fairfax, with a broken wrist and back.

KANSAS CITY: A special train carried Foster Lumber Co. employees and their wives to the 75th anniversary celebration of the company



Formed under terrific pressures, Dickey Clay Pipe provides greater density, strength and lasting protection.

How Dickey builds extra years of use into your customers' sewers

Dickey offers your customers a 50-year guarantee against the real enemies of sewer pipe...against acids, gases, industrial wastes, alkalis, and similar wreckers of sewer lines. Such a guarantee is possible for two reasons: First, Dickey Pipe, being made of clay, cannot be harmed by chemical action. Like your coffee cup, it's unaffected by its content. Second, Dickey's advanced technology produces a denser, harder, and stronger pipe which is entirely wear-proof. Sell Dickey.

If it's made of clay it's good...if it's made by Dickey it's better

**Dickey Sanitary
Salt-Glazed Clay Pipe
ALWAYS IN DEMAND**

W. S. Dickey CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex.,
Texarkana, Tex.-Ark.

in Kansas City January 24. The firm was founded in 1879 by John McCullough Foster and his son, Benjamin, at Randolph, Kan.

YATES CENTER: The Whelan Lumber Co. recently held a grand opening to show off its new building, which gives the plant 1,792 square feet of space. Striated plywood, gypsum board, and floor and ceiling tile are used to create a modern appearance.

KENTUCKY

FRANKFORT: Greene R. Lyons, senior partner in the Lyons Lumber Co., has been named potente of the Oleika Temple Shrine. Lyons organized his lumber firm 45 years ago.

CYNTHIANA: H. D. Bastin has sold his Harrison County Lumber Co. to his employees, Raymond McNees Sr., Raymond McNees Jr., and Wayne Judy. Bastin has owned and operated the business for over 25 years.

OWENSBORO: Joseph E. Morgan, who has managed the retail branch here of the Robertson Lumber Co. for five years, has been made general sales manager for the yards in Owensboro, Cloverport, and Fordsville. George F. Leonard, who operated his own business for nine years, succeeded Morgan as Owensboro retail manager. Joel Benton Elliott has been named general manager of the new A-to-Z self-service building material store.

ALABAMA

MONTGOMERY: A \$50,000 fire destroyed a planing mill and large storage shed of the Marshall Lumber and Mill Co. recently. Sparks were showered over a half-mile area, starting small fires. The buildings were covered by insurance.

OKLAHOMA

MIDWEST CITY: Francis (Smitty) Smith is the new manager of the W. P. Atkinson Lumber Co. He has had extensive experience in the lumber industry.

WAURIKA: Kenneth Russell has replaced Jim Williams as manager of the T. H. Rogers Lumber Co. Williams was transferred to the Wewoka yard.

CHEROKEE: After 38 years of business under the name of the Alfalfa County Lumber Co., the firm

has changed its name to the J. W. Metz Lumber Co., identifying it with the parent firm. Manager Dean Gray said this yard had been the only one in the chain not bearing the Metz name.

LOUISIANA

ALEXANDRIA: The business success of Roy O. Martin, Alexandria lumberman, was the subject of a First National Bank of Chicago advertisement in the January 15 issue of *U. S. News and World Report*. It tells how he started with a sawmill and six acres of land and now has nine properties worth \$5,000,000.

MONROE: The E. H. Kiper Hardware and Lumber Corp. has been granted a charter of incorporation, with capital stock listed at \$200,000.

NEW ORLEANS: The Colonial Lumber Co. is now incorporated, with \$50,000 capital stock.

MARYLAND

BALTIMORE: The Harry T. Campbell Sons Corp., 60-year-old construction and building material firm, has placed a \$600,000 loan due in 1963 with the Mutual Life Insurance Co. of New York. The firm is engaged principally in the production and sale of stone, sand, gravel, and concrete.

TEXAS

McKINNEY: Clifford R. Byrd has moved here to assume management of the Foxworth-Galbraith Lumber Co. This was formerly a branch of the Lyon-Gray chain. He was Foxworth-Galbraith manager in Dalhart and Stratford for the last eight years, serving for the last few months in Sherman.

LAMESA: The Cicero Smith Lumber Co. held "open house" for the week of January 16-23 to invite visitors to its remodeled plant. Door prizes included a gas range, set of stainless steel cookware, glass fishing rod, and deep fat cooker.

WOODVILLE: The Woodville Chamber of Commerce recently held a banquet to honor Cecil Smith, long-time east Texas lumberman.

PARIS: The Hinkle Lumber Co. recently observed its 56th anniversary. It was founded by A. B. Hinkle and Noa Blake. In 1919, Blake dropped out and Tom Hinkle soon joined the firm. Walton Skinner is manager now.

SAN ANTONIO: David Thrift, vice-president of the Thrift Lumber Co. has been nicknamed by his friends "Two for One." On a recent deer hunt in the Davis Mountains, he spied a big buck, took careful aim,

and dropped him with one shot. When he reached the buck, he discovered another buck lying mortally wounded beside the one he saw. Both deer, killed with one shot, were 10 pointers and dressed out at 130 and 135 pounds.

MABANK: H. L. Allison and Lee Reid have bought the Lyon-Gray lumber yard here. Reid has been with the Lyon-Gray firm here for 20 years, and Allison was manager of the business when it was operated under the name of Southland Lumber Co.

DALLAS: J. M. Wilcox Jr., president of the Wilcox Lumber Co., has

been elected to the board of directors of the Greenville Avenue State Bank.

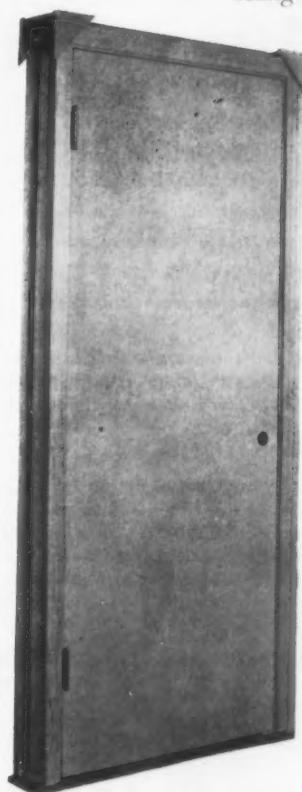
NEW BRAUNFELS: Chester E. Schwab has been made manager of the William Cameron and Co. lumber yard here. He has been assistant manager since January, 1951. Former Manager Royce O. Smith was transferred to the San Angelo yard.

DUNCANVILLE: I. H. Pelt recently announced his candidacy for commissioner of Dallas county. Pelt operates the Duncanville Lumber Co. He also is a farmer and builder.

TRINITY: The Trinity Lumber Co. recently moved to its new building

The National Better-Housing Board . . .

• • • is thoroughly seasoned Ponderosa Pine, the board that goes into every National Ready-Hung Door Unit—and National Door Units help to build better housing faster!



National
Ready
Hung
Door
Unit

The National Ready-Hung Door Unit arrives on the job ready to be slipped into the rough wall opening. It permits even a semi-skilled carpenter to do a handsome, finished job of door fitting in 20 minutes or less. Door hangs straight, swings free, won't stick, bind or wedge in the frame. A better-looking job in less time for less money: what more do you want?

NATIONAL
W
WOODWORKS

*Order from your jobber, or
write us for his address.*

NATIONAL WOODWORKS
Box 5416 Birmingham 7, Alabama

on South Mobberly. Owner F. L. Hudson has had 34 years of experience in the lumber business. He is assisted by his son, Don, who manages the business.

ENNIS: Marvin E. Blair is new manager of the Burr Lumber Co. here. In Spur he formerly was assistant manager of the Tri-County Lumber Co. for six years. Blair succeeds J. Charles Lowry, who accepted a position in Dallas.

FORT WORTH: The Bridgeman Builders Supply Co. has a new home at 5611 Jacksboro Highway. The building is red brick with trim painted aqua. The front features three large plate-glass windows.

MISSOURI

MACON: Howard Linville has been transferred to Macon as manager of the North Missouri Lumber Co. He formerly managed the yard in Clarence.

MEXICO: The Audrain Lumber Co. is scheduled for opening here in May. The Millman interests have bought a site on Highway 54 for a retail lumber and building material firm to be served by modern mechanized equipment. R. H. Millman, St. Louis, is president, and Dan Wilson, Jefferson City, is vice-president.

VANDALIA: Berwyn Barrett is

new manager of the White Lumber Co., now owned by the Adair Lumber Co.

MISSISSIPPI

BILOXI: Gordon A. Dacey, former Biloxi city commissioner, has joined the Hogue Lumber Co. as a sales representative. He succeeded Fred B. Rose, who has joined the Deep South Sash and Door Co. in New Orleans.

JACKSON: The Terry Road Lumber Yard has a new manager—H. L. McAdams. He has been active in the contracting and building supply business in the Jackson area for 15 years.

NORTH CAROLINA

SANFORD: C. Broadus Foushee, an official of the Sanford Brick and Tile Co., has been elected president of the Sanford Chamber of Commerce. He is a past-president of the Sanford Lions Club.

LEAKSVILLE: E. J. Hodges has bought the full interest of J. A. Cannaday in the Draper Lumber Co., Draper Inn, and Draper apartments. Cannaday has organized a company to operate on a brokerage basis, buying, selling, and hauling all species of lumber.

ARKANSAS

OSCEOLA: Darrell Crane was featured recently in a series of personality reviews about Osceola people in the *Blytheville Courier-News*. It told in part the story of his lumber career, which resulted in his becoming sole owner of the Crane Lumber Co. three years ago.

TEXARKANA: The Davis Lumber Co. has been chartered. Incorporators include Francine Davis, Bonnie Martin, Franklin H. Davis, and Curtis Robertson.

OBITUARIES

CHARLES T. McCONNELL, 36, lumberman of Electric Mills, Miss., died in an automobile accident January 28. His body was later picked up by a truck.

HARRY INGALLS, 68, sales executive for the Standard Door and Lumber Co. in Fort Worth, Tex., allegedly was brutally beaten to death recently by a 26-year-old former employee. Ingalls whispered the attacker's name to police before lapsing into unconsciousness. This man, who

Renta stain

It's New!

1 Application Does All 3

- ✓ STAINS wood a beautiful color
- ✓ REPELS rain, snow and dampness
- ✓ PRESERVES against termites and decay

CONTAINS PENTA
—Finest wood preservative known!

8 Beautiful Colors

Blue	Dark Green
Brown	Light Red
Gray	Dark Red
Light Green	Yellow

Furnished in Quarts, Gallons, 5-Gallons, and 30-Gallon Drums.

FREE BUSINESS BUILDERS!

COUNTER DISPLAYS that stop them, sell them—illustrated FOLDERS for mailing and counter use.

Ask For Literature & Prices

WOOD TREATING CHEMICALS COMPANY
5137 SOUTHWEST AVE. • ST. LOUIS 15, MO

had been fired for failing to show up for work, took Ingall's billfold with several hundred dollars and his car, which was found abandoned in Dallas. Ingalls is survived by a daughter.

REED P. MORSE, 63, factory sales agent in 13 states for the M and M Woodworking Co., as head of Reed P. Morse Associates, was found dead last month while traveling on a train between St. Louis and Houston. Death was attributed to a heart attack. He was a founder and first managing director of the Southern Sash and Door Jobbers Assn. Surviving are his wife and mother.

DON B. WOODRUFF, 46, recently died of a heart attack. He owned the Don B. Woodruff Lumber Co. in Houston, Tex.

JOHN C. BOLINGER, 77, associated with the Bolinger Lumber Co. in Bossier City, La., died in a Shreveport hospital after a year-long illness. He was a brother of the late S. H. Bolinger, who founded one of the first sawmills in this area. He leaves a widow and two daughters.

WADE HAMPTON TAYLOR, 70, died recently while at work at the Tampka Lumber Co., Houston, Tex. He formerly owned a lumber company in Caldwell and later managed a yard in Temple.

WALTER T. DIMICK, 73, president

of the Overhead Door Co., Oklahoma City, Okla., died in January of a heart attack. He started his business in 1924 and later acquired branch offices in Tulsa, Lawton, Amarillo, Tex., and Little Rock, Ark. Survivors include his wife and two daughters.

JOHN E. SEILER, 48, owner and manager of the Seiler Block Co., Sweetwater, Tenn., died January 14 following an illness of several months. He leaves a wife and a son.

WILLIS S. GREEN, 39, Eastern division manager of U. S.-Mengal Plywoods, Inc., died January 21 in an Atlanta hospital. "Bill" Green had been with the firm for 21 years and was a Hoo-Hoo member. Burial was in Louisville, Ky. His wife and two sisters survive him.

W. MITCHELL WYCHE, wholesaler in the firm of Wyche and Co., died at his camp cottage near Dallas, Tex., on January 24. He is survived by his wife, three sisters, and three brothers. He was prominent in Dallas Hoo-Hoo activities.

JACOB HARVEY ANDERSON, 65, Leesville, La., politician and lumberman, died February 8 after a long illness. Until recently, he had been chairman of the Louisiana forestry commission and had served two terms in the state legislature. He is survived by his wife, four sons, daughter, and 13 grandchildren.

Deliveries, Advertising and Paint Now in Book

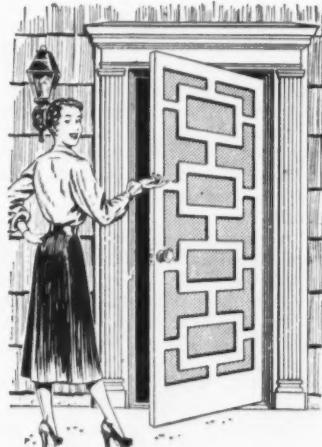
The three latest chapters to be distributed to holders and purchasers of the helpful "NRLDA Dealer Operating Guide" by the federated state and regional associations are those on "Delivering Building Materials," "Paint," and "Preparing Your Advertising."

One chapter explains why "an efficiently managed delivery service can benefit any dealer by reducing his delivery expense; by permitting him to give his customers better delivery service, and by improving the company's reputation."

Promised in this chapter is a manual for dealers' truck drivers. It will instruct drivers in all phases of their work, including care of truck, loading and storing materials, safe driving, and good customer relations.

The "Paint" chapter simply and briefly differentiates between the composition and use of oil paints, water-thinned paints, varnish, enamel, lacquer, and stains.

Tied in with the new quarterly Merchandising Calendar that is published by NRLDA, the chapter on "Preparing Your Advertising" covers media selection, use of seasonal appeals, emphasis of end-use of materials, advertising in newspapers, direct mail, and on radio and television.



IDEAL PRODUCTS MEAN PROFITS For Building Material Dealers

The well-known line of IDEAL Millwork includes the All-Wethr Window, the IDEAL Kitchen and the Sliding Door unit. "In Millwork, a good deal is IDEAL."

**IDEAL PRODUCTS ARE DISTRIBUTED BY BUILDING MATERIAL JOBBERS
MADE IN THE SOUTH'S LARGEST STANDARD MILLWORK PLANT, THE IDEAL FACTORY, WACO, TEXAS**

IDEAL LOUVER INSERT

Sell it for attachment to the customer's present screen door. It fits any screen door that has no cross rails and the screen portion measures 24 $\frac{3}{4}$ " wide x 65 $\frac{1}{8}$ " high, or 28 $\frac{3}{4}$ " wide x 65 $\frac{1}{8}$ " high. Only 8 screws to apply.

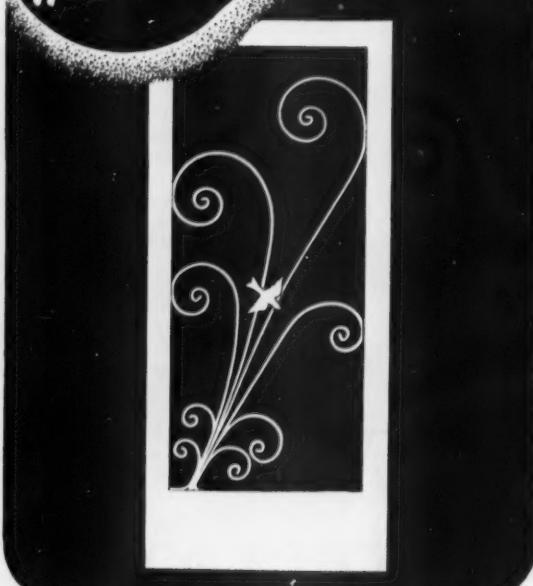


Announcing-

THE ALUMINUM GRILLE
THAT'S

priced for
SMALL-BUDGET
Homeowners

\$6.95



THE NEW NATIONAL GUARD

ALUMINUM SCREEN DOOR GRILLE NO. S-75

Stock a grille that's priced to reach a mass market! This is it! A money-maker! Priced for the millions of small-budget homeowners who're proud of their homes — interested in improving them — looking for a grille they can afford!

Easy-to-sell **Anodized** Aluminum — in graceful new design. Keeps its satin finish! Withstands weather deterioration!

Fully Assembled

Easy-to-sell-convenience in individual cartons. All homeowner has to do is attach to screen door. Also combination door style.

READY TO INSTALL →

Hurry! Contact Your Jobber or Write Us Direct.

National Guard Products, Inc.
510 Jackson Ave., Memphis, Tenn.

Please send information on National
Guard Aluminum Screen Door Grille No.
S-75 to retail at \$6.95.

Also, please rush descriptive literature of:

Weatherstrip Window Guards Asbestos

Sliding Trim Aluminum Mouldings

NAME _____

ADDRESS
CITY _____

STATE _____

Plywood Giant Turns Guns on Do-It-Yourself Market

"IF YOU CAN DRIVE a nail (or even if you can't) start this week to have wood paneling . . . like this." So challenges the U. S. Plywood Corp. in a two-page, four-color ad in the March 1 issue of *Life* magazine as the smash opening to an extensive educational and merchandising program aimed at the vast Do-It-Yourself market via the nation's 30,000 lumber dealers.

A substantial part of USP's \$1,500,000 advertising budget this year is being allocated to the campaign and the company is conducting intensive cross-country surveys of the Do-It-Yourself market. Their purpose is to supply dealers with information — and new building products — that will help them serve this mushrooming market.

S. W. Antoville, president of U. S. Plywood, said that the great majority of Americans in the Do-It-Yourself market are in the main attempting to make improvements in their homes. "Building products, therefore, form by far the largest portion of such purchases. Some estimates place the aggregate of such buying at over \$2.5 billion a year."

From a study of men and women who had purchased plywood, U. S. Plywood learned that 42 per cent had installed the plywood themselves. Of this number 68 per cent lived in homes valued at or under \$20,000. Of this Do-It-Yourself group, 71 per cent are described as "blue collar" workers and 36 per cent as "white collar" workers. Only eight per cent found the work more difficult than they thought it would be, and 42 per cent found it easier.

Collier's, in a survey, asked whether in making home repairs and improvements the work had been done by a professional or the owner.

Seventy per cent did their own painting; 52 per cent did their own carpentry, and 37 per cent did their own electrical work.

Better Homes and Gardens magazine in a survey unearthed the fact that there was a home workshop in every fourth house on the block. The same publication was authority for the facts that 65 per cent of all paint sold in 1952 was applied by the home handyman; 233 million square feet of asphalt tile was laid by the home craftsman, and that in a five-year period, application of plywood by the home handyman jumped from 140 million to 250 million square feet.

U. S. Plywood staffs have held meetings with retail lumbermen to encourage participation in local Do-It-Yourself demonstrations, classes and exhibits. Dealers are being supplied with a wide variety of supporting material. On a shared-cost basis, they are receiving newspaper ad mats and scripts for radio and TV spot commercials, in addition to new How-To-Do-It literature and display materials.

A sound and color movie dramatizing Do-It-Yourself home improvement has been produced for U. S. Plywood. Entitled "Seeing is Believing," the film shows the tremendous effort and expense formerly required for home "modernizing" and then it shows what an ordinary man — or woman — of the house can do today to panel shabby walls, replace sagging doors, construct built-ins, and even remodel a neglected attic for additional living space.

A pioneer producer of plywood and allied products for homes, U. S. Plywood is introducing new easy-to-use materials.

Proctor Adds Plymolite

The Plymold Co., Burbank, Calif., has appointed the E. W. Proctor Co. in Columbia, S. C., as sales representative for its Plymolite translucent glass-fiber panels.

The Proctor organization serves Alabama, Florida, Georgia, Tennessee, Virginia, and the Carolinas.

Heap Big
Profits



*Big Profits
Year 'Round*



SELLUM
"Premier"
**Threshold
Plates**

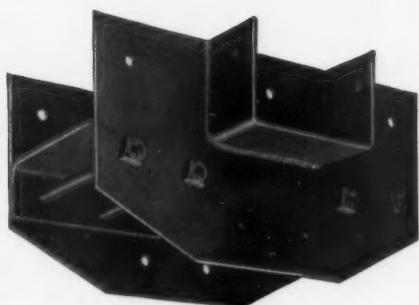
*Write For Literature
and Prices Today!*

METAL TRIMS, INC.

BOX 1072, YOUNGSTOWN 1, OHIO

ORDER FROM STOCK!

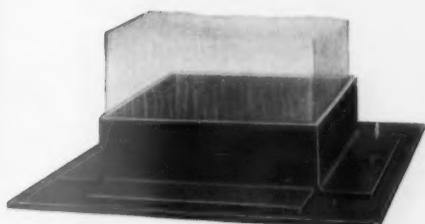
**Low Cost TIMBER FITTINGS
for Industrial and Commercial Buildings**



JOIST HANGERS — Fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of open hearth steel. Single or double styles for every size timber.



POST BASES — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.



IDEAL STEEL POST CAPS
made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps.
APPROVED BY UNDERWRITERS' LABORATORIES.

WRITE NOW for Catalog — L

The Ideal Hanger Co.

1290 East 53rd St.

Cleveland 14, Ohio

HARLOC

Pacemaker
offers you
RIGHT NOW
factory
pre-assembled
LATCH AND
LOCK SETS
for every
door



The Shelton
five pin tumbler
key-in-knob lock set.

Harloc Pacemaker is beautifully styled and precision-built for a lifetime of satisfaction. Factory pre-assembled, it is easy to install in three simple steps. Entirely free of die-casting, Harloc Latch and Lock Sets have built-in quality that is easy to recognize.



The Pacemaker Barloc—for bath
and bedroom doors—completely automatic
push-button-in-knob lock set.



Write for
literature
and prices.

HARLOC
PRODUCTS CORPORATION,
NEW HAVEN, CONN.

Finishing Materials

(Continued from page 39)

home, anywhere, regardless of price. And in almost every case the owners who have finished and decorated their own homes—with our help and advice—are not carpenters or mechanics in any sense of the word.

"When prospects have lost their enthusiasm, then see what others with no more talent have done, their enthusiasm is restored. The natural conclusion is: 'If they can do it, we can!' Thus, our 3-D slides in color have saved us many a deal."

A year ago, fire partially destroyed Johnson-Campbell's store on Jacksboro Highway. It was rebuilt and remodeled, and incorporated in the new showroom was the other bright idea for promoting sale of materials with which to finish or improve any house.

As a customer enters the store, he or she sees displayed on some 100 feet of facing rear wall, samples of nearly every item needed for interior—and some exterior—finishing! Even to the smallest tack, each material sample is numbered and may be removed from its hook for close examination or comparison.

The material samples are grouped on display panels under these classifications: wallboards, metal products and nails, wood moldings, plumbing, electrical, roofing, asbestos siding, hardboard, lumber, linoleum, asphalt tile, and wall paneling.

"Since installing those displays last March, our drop-in trade has doubled," Nichols said. "That is a by-product, however, since our sample display was created principally to promote the sale of inside finishing materials.

"It has done that, for people can come in, examine materials, compare them, and make their decisions. Many others examine the materials merely because of curiosity.

"But we sell a lot of molding, for example, to individuals who make their decision and say: 'I want six feet of this.' They may not know what it is, but we make it easy for every customer to tell us what they want."

When a customer decides upon his order, that brings into play the key to this display—Johnson-Campbell's price and specifications book. Including 175 mimeographed pages, it lists 580 items under 11

classifications.

"Customers may look at our book if they like, for it is compiled in common terms they can understand," continued Nichols. "No price quotation for 100 board feet. If a customer wants six feet of a certain molding, all the salesman need to do is turn to the proper page and find the price."

Nichols flipped the pages.

"See here," he invited. "Here is our No. 351, which is No. 2 fir, 4 by 4, say for a mail-box post. The right length is \$1.08. We start at two feet and give prices up to 24 feet. We also specify board feet and the price per board foot. It took our staff about a week to get this book together."

The Johnson-Campbell Lumber Company has its own installment credit plan for customers so that those who buy materials for finishing their homes can buy what they need on time. This offers the "gimmick" that retailers across the land could use successfully:

To make the loan payment, someone from every family in a Johnson-Campbell semi-finished home appears each month at one of the two stores. It's easy for them to get interested in some other materials or supplies, and for the salesman frequently to bring about another sale.

"For example," Nichols volunteered, "we have a five-piece, prefabricated plumbing deal that is sold for \$50 down and \$5 a month, installed.

"It consists of water heater, sink, lavatory, toilet, and tub, plus the necessary pipe and fittings. We cut the pipe to size in our shop.

"It might surprise some dealers to learn that this group costs us less than \$300 and is installed for no more than \$350, our cost, of course. We sell it for \$635, installed, plus carrying charges—which is \$50 under the average cost from a plumbing contractor!"

The Johnson-Campbell Lumber Company makes it easy for customers to carry home much of what they purchase, by furnishing car-top carriers. Beside the yard exit two pairs of these suction-cup carriers rest beneath a sign that invites customers to use them without charge.

"Putting a pair of carriers on a car-top and loading the customer's purchase involves only a matter of minutes," Nichols pointed out. "And a great many of our customers use these carriers. Generally, they want lumber and other material as soon as possible, and

do not want to wait for its delivery. "We have no records of how many times these carriers have been used. Yet we have never failed to have a set returned, sometimes within 15 minutes, sometimes within an hour. And I have no idea just how much the saving for us in delivery costs has amounted to."

Every time Johnson-Campbell sells a house, a news item appears in a Fort Worth daily newspaper, naming the buyer, company, and salesman.

How does this happen? Well, that is one the Johnson-Campbell people didn't think up! The real-estate editor of this newspaper requests the information be phoned to him on each and every sale.

"We never fail to take advantage of that free publicity, I can assure you!" asserted Nichols.

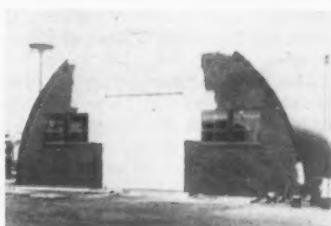
Owens-Corning Aids M.I.T.

The Owens-Corning Fiberglas Corp. has joined the Massachusetts Institute of Technology's industrial liaison program. The purpose of this program is to keep industrial firms

in close contact with the research developments and to support M. I. T. research.

Owens-Corning has made a grant to the institute, part of which is allocated to the acoustics laboratory.

CUTS MAINTENANCE



This Quonset hut is being protected from even the smallest amount of rust that might penetrate the galvanized metal. After removing loose scale, dirt, and dust with a wire brush, the surface is painted with an asphalt emulsion coating. When the coating has dried, an application of asphalt-base aluminum paint will improve the appearance and provide a cooler interior. This Quonset is being covered with Flintkote Hydralt protective coating.

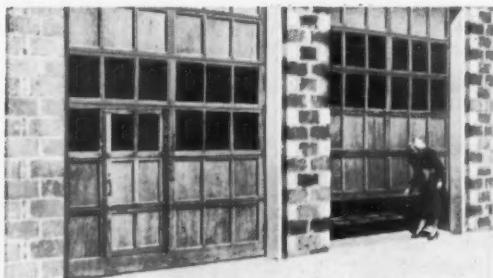
Builders to Use More Porcelain Enamel

The next decade will see extensive use and development of metal-clad buildings of all types in the present boom of building and rebuilding, it was predicted at a recent conference held at the National Academy of Sciences in Washington, D. C. Over 225 architects, engineers, contractors, government representatives, and others interested.

The conference was co-sponsored by the Building Research of Advisory Board and the Porcelain Enamel Institute.

This was a new-style conference in which one basic material was thoroughly studied. The assembled technicians heard of the chemical, physical, engineering, and design characteristics of porcelain enamel and of how its properties adapt the material for use in the building field.

Percentage-wise, masonry building construction still leads by a great margin. Porcelain enamel has not only enjoyed increased usage in its more familiar smaller applications—such as on service stations and store fronts—but is now being used extensively both as exterior and interior wall surfaces in commercial buildings, hospitals, schools, theatres, manufacturing plants, and offices.



PASS DOOR. Can be furnished for any How-ell-dor under 18' wide and 4 Sections or more high.

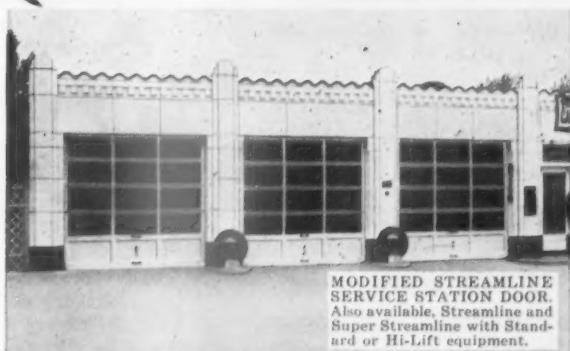
Quality Builders



use Quality Products . . .

How-ell-dor

"The door everyone looks at twice
—and likes at once!"



MODIFIED STREAMLINE SERVICE STATION DOOR.
Also available, Streamline and Super Streamline with Standard or Hi-Lift equipment.

Write for new '54 literature.

Now available in 44 stock styles and sizes; custom-built doors are a specialty.

THE HOWELL MANUFACTURING CO. 7206 HASBROOK AVENUE, PHILA. 11, PENNA.

SPIREX

SPIRAL SPRING
SASH BALANCES
FOR

QUICK EASY
INSTALLATION

...ON THE JOB
...AT THE MILL

TENSION CAN BE
ADJUSTED AFTER
BALANCE IS
INSTALLED

With adjusting tool provided, spring tension can be tightened or loosened at any time after sash is installed without removing attaching bracket from under side of sash.

Patented coil spring eliminates friction and rasp for smooth, quiet, positive window lift—guaranteed for the life of the building.

Complete range of sizes.

ADJUSTABLE

CALDWELL CLOCK SPRING SASH BALANCES



HEAD STYLE AT HEAD STYLE FT SIDE STYLE S

TYPE 242

Double-hung windows counterbalanced with Caldwell's clock springs are guaranteed to give smooth, quiet, efficient operation for the life of the building.

Simple locking device reduces costly installation time—narrow trim allowances save lumber for greater construction economy.

CALDWELL MFG. CO.

63 Commercial St., Rochester, N.Y.

Your Firm May Win—Report Your Public Relations, Merchandising Methods to NRLDA!

THERE'S STILL TIME for you to report noteworthy and productive Public Relations and Merchandising activities of your retail building supply company for consideration in the 1954 contest for members of the state and regional dealer associations that make up the National Retail Lumber Dealers Assn.!

The deadline for entries is March 31. And to enter this national contest all you need to do is simply submit a brief letter, advertisement, clipping, or other description of what your company has done to create good-will or to stimulate extra business since last April 1.

In other words, you may win an award either for activities which have created good-will and reflected special credit on your company and industry, or for things you have

done which brought in extra business and at the same time made especially good impressions on your customers.

Awards in the form of handsome certificates will be presented to the 10 entries ranked highest nationally by the jury of building publication editors; to the three best entries from each state, and to all other entries which the judges decide are meritorious Public Relations or Merchandising programs.

Winning an award in this contest will give your whole organization a real lift, improve morale among your employees, and give you added prestige in your community. For an entry blank, write now to your state or regional association office, or direct to NRLDA, 302 Ring Building, Washington 6, D. C.

Friendly 'Letter'

(Continued from page 40)

the authority to grant, deny, or restrict hunting privileges on our lands in Oglethorpe county, it will be a pleasure for us to grant you this privilege. A letter to us at the address below will bring you written permission to hunt or fish on our lands. All we ask of you in return is to be careful with fire. See that no act of yours will or could be responsible for a forest fire.

“Another hazard to life and property is old abandoned open wells. We have filled 25 such wells on the Sims place, alone. Hunters, their dogs, and livestock, could be killed by falling into one of these old wells. Don't you think it a good idea to fill all such wells on your property? We would appreciate you advising us of any you might find on our lands and we will promptly have them filled.”

Pleased Customers

(Continued from page 43)

advertisements in the county weekly newspaper urging all citizens to vote. Along with the ballyhoo of political parties and the ads of other business firms, these messages helped to produce a record

turnout of voters in Dimmit county.

This lumber firm offered to let their employees give a lift to voters needing a ride to the polls. And, of course, these employees were all registered and all voted. They helped to vote Eisenhower in as president.

J. A. Taylor, manager of Dimmit Supply, reports that his company does other advertising from month

WEL-BILT FOLD-A-WAY STAIRWAY



- SAVES SPACE
- IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

SOLD BY LEADING DISTRIBUTORS
FROM COAST TO COAST

Manufactured by
THE WEL-BILT PRODUCTS COMPANY
P. O. Box No. 95, Memphis, Tennessee

to month, but he admits that this "good citizenship" advertising provoked more comments and compliments from the public than all other advertising published by the firm.

Help 'Em Build!

(Continued from page 44)

wrong item. At a later date, the appreciative customer had a construction job on which O'Brien sold him materials to the amount of \$3,500.

Nor does O'Brien hesitate going after business hours. A customer who had bought some materials from the O'Brien Lumber Company called late one afternoon for some help in setting door jambs. At 7:30 p.m., O'Brien went to the customer's home and spent several hours showing the customer how to hang doors and trim them. This service later developed into a series of sales.

Flooring, interior trim, hardware, and the doors came to about \$850. Summoned to show the cus-

tomer how to lay floors, O'Brien spent two hours showing him how to start and work from the partition.

In one job where a customer required instruction in putting in a fireplace, O'Brien later saw sales develop into two more fireplaces and a recreation-room job.

"When customers who are eager to learn to do their own labor come in, it is important to question them carefully on the job they've got in mind and then introduce them to the various grades of materials and their qualities," advised O'Brien. "Without knowing it, they may select a material not suited for the project. We try to find out where the customer is using the material so that his selection is right for its application, durability, price, and other conditions it may have to meet."

O'Brien is assisted on home improvement instruction by W. M. Moriarty, who built two homes of his own in 12 years of lumber-yard experience.

The O'Brien Lumber Company advertises in the county newspaper, offering home-owners a free year's subscription to *Home Maintenance*.

Worn and Tarnished Faucets Date a House

Old faucets "date" a house, according to the Plumbing and Heating Industries Bureau.

The bureau cites faucet replacement as an excellent opportunity for dealers to help modernize kitchens and bathrooms, selling other materials to complete the job. Or the dealer can suggest new-style faucets for sinks, lavatories, and bathtubs when helping with other modernization jobs.

It is important for the home-owner to get the proper type of faucet for each plumbing fixture. The bureau urges dealers to become familiar with all types of faucets and know the proper type for every requirement.

Port Dealers Organize

A local association of building material dealers has been organized in Port Arthur, Tex., with R. E. Walker Jr., of the Martin Lumber Co., elected president.

Other officers of the Port Author organization include Isador Fleckman, vice-president; Cecil Burke, secretary, and Attorney Carl Vaughan, executive secretary.

KOCHTON

Serving TEXAS

PLYWOOD & VENEER CO., INC.

REMINDER

1954 ANNUAL CONVENTION of
LUMBERMEN'S ASSOCIATION of TEXAS

April 11, 12, 13, 1954

Will Rogers Coliseum
Fort Worth, Texas

BOOTH No. 87

Immediate WHOLESALE
DELIVERIES FROM
WAREHOUSE STOCKS

Specializing in DIRECT
MILL SHIPMENTS
BY L.C.L. OR C.L.

PHONE • WRITE • WIRE YOUR INQUIRIES

★
FORT WORTH

with complete Wholesale stock of

- BIRCH • MAPLE • FIR
- GUM • PINE • OAK
- MAHOGANY • LAUAN
AND WALNUT
PLYWOODS

ALSO

- DECORATIVE FIR
PLYWOODS
- COMPOSITION BOARD
- DECORATIVE PLASTIC
LAMINATES
- MILLWORK
- FLUSH OR PANEL
DOORS



KOCHTON

PLYWOOD & VENEER CO., INC.

825 NO. CALHOUN STREET FORT WORTH, TEXAS
PHONE: EDISON 5491

J.M.J. TILE CUTTERS

Tools of quality for quality workmanship. Each J.M.J. cutter is expertly and exactingly designed for the types of tile designated.



BLADE RESHARPENING SERVICE

DEALER RENTAL
PROGRAM AVAILABLE

WRITE FOR LITERATURE AND
NEAREST DISTRIBUTOR TODAY.



J.M.J. INDUSTRIES
Engineers • Manufacturers

228 CENTREVILLE AVENUE
BELLEVILLE, ILLINOIS

helpful literature

MATERIAL HANDLING. New literature describes Merrill drumlifters, hand grips, lifting clamps, drum tilters, twin lifters, and similar tools. One folder gives rated capacities for lifting clamps and details the clamps' operating mechanism. Merrill Brothers, Dept. SBS, 56-01 Arnold Ave., Maspeth, P. O., N. Y.

OVERHEAD DOORS. A new Barcol OVERdoor catalog gives complete specifications and instructions for preparation of building openings prior to installation of overhead-type doors. It illustrates Barcol's cam closing action. Photographs show installations of Barcol doors in garages, warehouses, and industrial plants. Barber-Colman Co., Dept. SBS, Rockford, Ill.

HEAT PUMPS. The new Westinghouse all-electric heat pump is described in a new bulletin. It explains the elimination of flame-type fuels, water connections, and usual seasonal adjustments and maintenance. Westinghouse Air Conditioning Division, Dept. SBS, 200 Readville St., Hyde Park, Boston 36, Mass.

SPRAY PAINTING. A new 16-mm sound film, "Making the Most of the Spray Painting Method," illustrates

the four basic principles of spray painting—proper equipment, control factors for best results, spray painting techniques, and the care and maintenance of equipment. It may be obtained to show from the DeVilbiss Co., Dept. SBS, 300 Phillips Ave., Toledo 1, Ohio.

PAINT SPRAYERS. The M and E Manufacturing Co., Dept. SBS, 25th and Winthrop Avenue, Indianapolis 5, Ind., has issued a catalog covering its new G-54 paint spray equipment. It fully describes the specifications and dimensions of the complete M and E line of water-wash paint spray booths, dry-type paint spray booths, automobile and truck spray booths, and accessories.

MOVABLE WALLS, COMPARTMENTS. The 1954 catalog for Mills movable walls gives detailed information about flexible interiors for offices, factories, schools, and other buildings. The new catalog for Mills metal compartments contains a color chart that shows 20 actual color samples of shades of porcelain and baked-on enamel with which Mills shower, toilet, dressing room, and hospital compartments are made. The Mills Co., Dept. SBS, 965 Wayside Road, Cleveland 10, Ohio.

Douglas Fir Lumber

All grades and sizes up to 12" x 12" - 50'

F.O.B. our concentration yard or mill

2,000,000 FT. IN OUR YARD!

Also PONDEROSA PINE LUMBER

Get our price on half-carload
or carload — F.O.B. Mill

WHOLESALE ONLY

Dependable Service Assured!

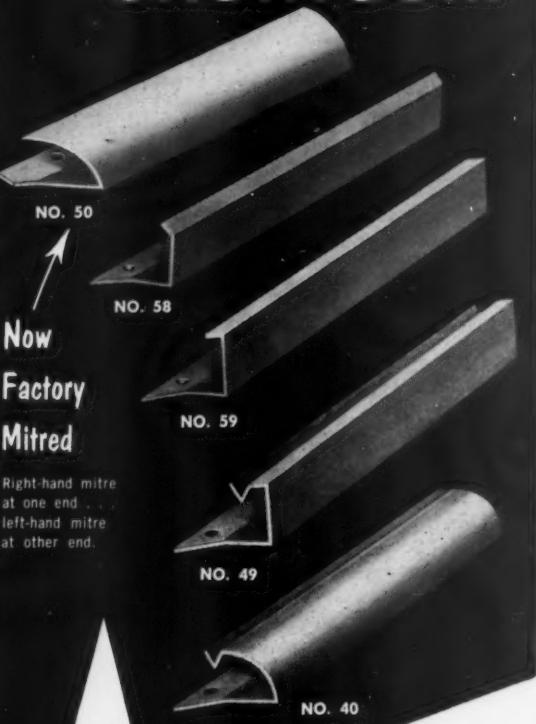
Perry-Jones Lumber Company, Inc.



Tel. BE 8201-8202

1094 Huff Road, N. W., Atlanta, Georgia

"LET'S GET DOWN TO CASINGS..."



Now
Factory
Mited

Right-hand mitre
at one end . . .
left-hand mitre
at other end.

STOP
FOR THE
QUALITY
LINE

The Lathers' choice in STEEL PLASTER GROUNDS

(FOR DOORS AND WINDOWS)

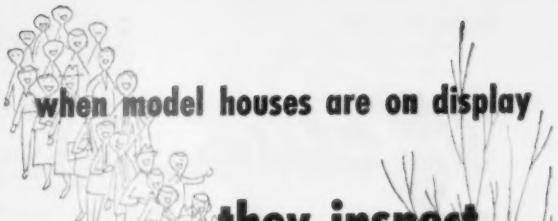
- True, precision-rolled shapes.
- Hot, galvanized steel — excellent paint adherence.
- Decorative, Sanitary, Fireproof.
- 1/2" — 3/4" — 7/8" grounds for all styles.
- Standard 7', 7' 3", 10' lengths.

At Building Material Dealers or Write Dept. SBS

CASINGS INC.

2408 N. FARWELL AVE.
MILWAUKEE 11, WIS.

6 Conveniently Located Warehouse Inventories
for Fast, Efficient Nationwide Service



they inspect...

they compare...



they BUY!
the houses with such quality
construction features as

HIDALIFT

the completely modern Sash Balance



Two types of at-
taching brackets—
"L" and "Cup"

Today, more than ever, discriminating home buyers prefer the Hidalift balance — so completely concealed, there's nothing exposed to mar the beauty of their windows. They like its smoothness, quietness and non-jamming action — its positive lifting power.

And builders and dealers like its easy, rapid installation, its "before and after" methods of tensioning — just a few of Hidalift's sales-building features.



QUALITY PRODUCTS FOR OVER A CENTURY



For literature, detailed information and prices, contact your nearest Hidalift representative.

GEORGE F. CURRIE
3105 Roswell Rd., N.E., Atlanta, Georgia

LAURENCE J. BALDWIN & SON
306 Carondelet Building, New Orleans 12, La.

FRED H. ZIMMERMAN
2608 Reagan Street, Dallas, Texas

Backed by 12 years
development and use

New-

TYPE "A"

PLASWOOD PANEL

An extra-strength panel board, made from specially treated long wood fibers. Made in two densities—one as sidewall sheathing—one as underlayment for asphalt and rubber tile, linoleum, wall to wall carpeting.

High resistance to indentation—exceptional nail-holding power—strong bracing qualities—these, along with positive lower cost of Plaswood make it the answer to stronger, more economical construction.



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Please send me the facts about Plaswood and the name of your nearest jobber or dealer.

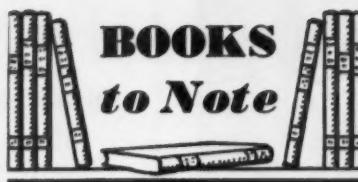
I am:

Home Owner Contractor
 Material Dealer Architect

Name.....

Address.....

.....



Mathematics Manual

The Lefax Manual of Mathematics is a comprehensive handbook for engineers, builders, draftsmen, and students. In loose-leaf form, its 334 pages are divided into five tab-indexed sections. These include Mathematical Reviews, logarithmic tables, natural trigonometric functions, conversion tables, and functions of numbers.

The section on mathematical reviews includes over 200 equations in practical reviews of algebra, analytical geometry, trigonometry, differential and integral calculus. Also included are trig. and log. tables of high accuracy.

In imitation leather binder, this Manual of Mathematics is of the basic Lefax size of 6 1/2" x 3 1/4" with the upper right-hand corners lined for easy index purposes. It costs \$4.25 from Lefax, Ninth and Sansom Streets, Philadelphia 7, Pa.

"Housing . . . U. S. A."

That is the title of a breezy, profusely illustrated book just published by Simmons-Boardman. It was written by Conrad P. Harness, public relations director of the National Assn. of Home Builders, and edited by 14 former presidents of that organization.

The gist of this book is that the organized homebuilders have done a remarkable job in erecting so many houses since World War II; that American homebuyers are getting good and improving value for their money; that private enterprise can furnish better housing than government endeavor; that the FHA pattern of mortgage loans is a good and necessary answer to the demand for greater home-ownership in the U. S.

Charts and maps are used to show how home ownership has increased.

The rapid rise and contributions of the community and mass builders are stressed. So is the cooperative research undertaken by the government, universities, trade associations, and manufacturers. The functions

MANUFACTURERS' REPRESENTATIVES

calling on Lumber, Building Material and Hardware retailers. Handle staple, top-quality wall covering line. Call on established accounts and create new business. Protected territory. Most Southern and Southwestern states available. Box 42, Southern Building Supplies, 806 Peachtree Street, N.E., Atlanta 5, Georgia.

and contributions of the material manufacturers are freely acknowledged—but not once are the services of the material distributors—retailers or wholesalers—mentioned. Not even those dealers who build many of the houses erected in small cities and towns throughout the nation.

Perhaps the most useful chapter in this book is that on 21 types of good public-relations activities carried on by builders.

Primarily a documentary account of the activities of the NAHB, this book nevertheless makes a good case for "a million homes annually" with this outlook:

"The U. S. must produce at least 7,000,000 housing units from 1953 to 1960 to keep Americans in the next decade as well housed as they are today.

"This means, bluntly and simply, that 1,000,000 housing units a year are the absolute minimum to maintain present standards. If these standards are to be improved, the rate must increase.

"If home production fails to meet this minimum, America will find itself winding up the present decade with a housing deficit and all the multiple headaches, ills and evils that a housing shortage implies."

"Housing . . . U. S. A." costs \$5.00 a copy from Simmons-Boardman, 30 Church Street, New York, N. Y. It contains 237 pages.

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CABINET
WOODS

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Mahogany, Rift
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Any quantity up to carload lots. Immediate delivery or pick-up. Walnut, Cherry, Red and White Oak, Mahogany, Northern Birch, White Ash, Hard Maple, Poplar, Basswood, Prima Vera, Idaho White Pine, Red Gum, Cypress.

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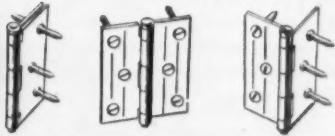
With or without key locking. Simple installation . . . Just drill three $\frac{1}{4}$ " holes. Streamlined beauty. Adjustable for $\frac{3}{4}$ " to $1\frac{1}{8}$ " doors. Reversible.

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For SCREEN DOORS

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There's an easier, better way to get your homebuyers up into their attics and upper floor areas! It's the BESSLER DISAPPEARING STAIRWAY method. Used for over 40 years in new and old homes of every type. Safety-engineered in every detail. Meets all building codes. Attractively priced! Immediate delivery!

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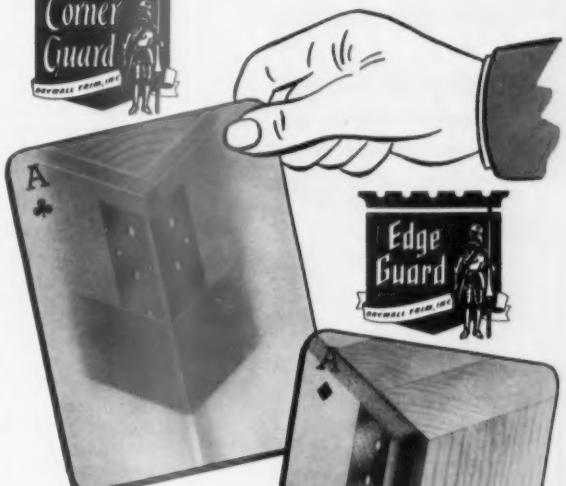
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▲ NO. 220

CORNER GUARD for external wallboard corners. Nails securely through board to stud. Knurled for good spackle adhesion.



▲ NO. 108

Square EDGE GUARD. Easily installed at door jamb or window by nailing through board to stud. Knurled for good spackle adhesion. For $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{5}{8}$ " board.

◀ NO. 106

EDGE GUARD. Same as No. 108 above except for hemmed edge.



NO. 101 ▶

Round EDGE GUARD. Door and window casing. Grips board with spring-tight action. No spackle required around this trim. For $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{5}{8}$ " board in factory-mitered stock lengths.

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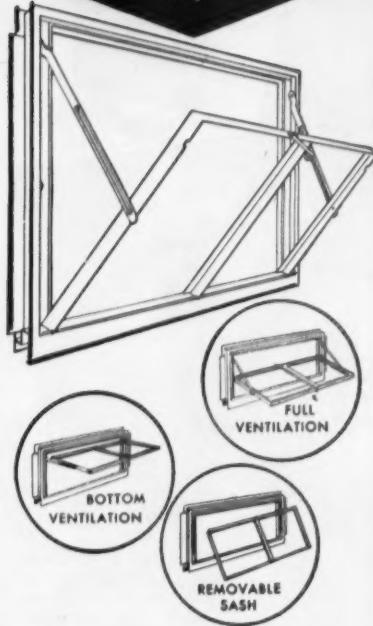
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THE BONDERIZED
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OF EXTRA VALUE



14-gauge electrically welded frame, fins welded to jamb for quick installation and double contact with leak-proof watershed sill. A plus value incorporates a redesigned latch which assures positive operation under all conditions.

Also ask about the extra value in:
VENTO "THRIFTY" BASEMENT WINDOWS
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 Vento "Champion" Barred Basement Windows
 Vento "Champion" Utility and Barn Windows
 Vento Thrifty Utility and Special Type Windows

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Panhandle Cats Hold Merchandising School

The Panhandle Plains Hoo-Hoo Club No. 8 held the first of a series of merchandising and sales clinics on February 15. These will continue for six weeks, meeting each Monday night, for Texas dealer personnel.

The schedule covers these topics:

February 15—"Pricing for Sales and Profits," by Paul Hollenbeck, Lumber Service Co., Burbank, Calif.

February 22—"Store Displays and Sales Technique," by Fred Stevenson, Stephenson-Browne Lumber Co., Chickasha, Okla.

March 1—"Human Relations," by Professor Clifford Shumaker, S. M. U., Dallas, Tex.

March 8—"Common Commercial Law for Lumbermen," by C. J. Humphries, Amarillo attorney.

March 15—"Redwood Profits for Retailers," Bryne Manson, California Redwood Assn., San Francisco.

March 22—"Sell the Right Paint for Best Profits," by Paul Griffin, Oklahoma City, Okla., and "Your Future in the Retail Lumber Field," by Gene Ebersole, secretary of the Lumbermen's Assn. of Texas.



"Are you sure this lumber is pre-shrunk?"

Houston Lumber Course

The Lumber Dealers Assn. of Houston and the University of Houston, Tex., have scheduled a course in lumber fundamentals, with classes meeting the nights of March 4, 11, 18, and 25.

Classes are limited to 50. Registration fee for the course is \$5.00. Sales managers teaching the classes include C. B. Meroney, E. B. Meroney Lumber Co., covering West Coast products; Latane Temple, Southern Pine Lumber Co., Southern pine lumber, and Robert Sells, treated lumber.

Graduates of this course on techniques in selling lumber products will be issued a Distributive Education Certificate by the University of Houston.

Idea of Month

FREE KITE STICKS created goodwill and got publicity for the Stone Lumber Co. in a most inexpensive manner.

This New Orleans, La., firm informed the newspaper that it would give away kite sticks to any children who came in for them for several days.

Many children were accompanied by their parents who felt they could purchase at least some small item they needed to show their appreciation. But it also brought many into the sales room who had never visited the store before.

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Foshee Lumber Carrier good condition \$1,200.00. Also, one 19 foot Speed Lumber Stacker on rubber with Wisconsin Air Cooled Motor excellent condition \$1,000.00.

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WORD-BRAND PINE FLOORING... WOOD-FLOORING

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Member
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Siding
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Kilns. Our
Capacity now
1 1/4 Million
Bd. Ft. per
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WE ARE ALL SET . . . To give your orders careful attention and prompt shipment . . . **WE NEVER STOP MANUFACTURING** Ponderosa and Sugar Pine from our own large resources . . . top quality kiln-dried interior trim, jambs, frames, incense cedar venetian blind slats, glued-up panels, cut stock, box shook . . .

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Want It.**

**Ralph L. Smith Is Your
Dependable Source Of Supply.**

*Mixed Cars to the Trade,
Our Specialty*

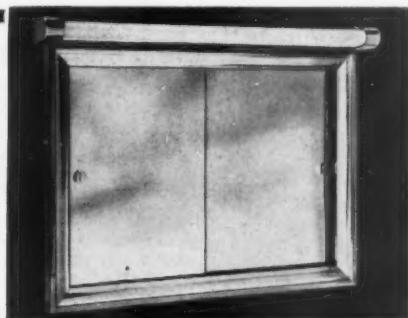
**The Ralph L.
SMITH
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Mills at
Anderson and Castella

Sales Office at
Anderson, California



**Sugar Pine • Ponderosa Pine • Douglas Fir
White Fir • Incense Cedar**



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Customers for the best chrome sliding
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Weatherproof Homasote

in sizes up to
8' x 14'

Combine insulation, quiet and
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wall or ceiling construction! Homasote "Big Sheets"
range in sizes up to 8' x 14' —
eliminate unnecessary battens
and joints. $\frac{1}{3}$ stronger than
diagonal wood sheathing, they
are permanently crackproof and
do not flake — provide a perfect
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they fold to 10% of their full
expanse. They give ventilated
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space dividers and window
drapes . . . Available in endless
combinations of sizes, shapes
and colors. Built of the finest
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designed hardware for long life,
easy operation. Send coupon for
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NOVA SALES
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My lumber dealer is _____

More Texas Dealers Sell Lumber, Hardware, Fencing, and Plumbing Items, Survey Shows

A CLOSE CHECK of the tabulations of the SOUTHERN BUILDING SUPPLIES survey of lines handled by retail building material dealers discloses several major differences in the merchandise sold by Texas dealers compared with those in the region of 18 Southern and Southwestern states.

Compare the following percentages of Texas dealers who sell certain items with the regional scores on page 37.

Take lumber. Many more Texas dealers sell Southern pine common (87.0); Sou. pine finish (79.2); Douglas fir common (85.7); Doug. fir finish (68.8).

Take fencing: wire (83.1); wood posts (76.6); steel posts (48.0); pickets (76.6).

Hardware: finish (90.9); builders (93.5); garage (85.7); nails (94.8); bolts (90.9); screws (93.5); carpenter tools (75.3); masonry tools (62.3); garden tools (45.4).

Take Plumbing: bath fixtures (45.4); pipe and fittings (46.7); septic tanks (32.5); gutters (41.6).

Fewer Texas dealers sell asphalt and metal roofing, but more sell asbestos (76.6) and cedar shingles (76.6).

More Texas dealers sell wood siding (92.2) and metal siding (36.4) but less Texans handle other kinds of siding.

More Texans stock prefinished hardboard (61.0) and wallpaper (37.7) but less sell the other common wallboards and finishing materials.

More Texas dealers sell sheet glass (61.0) and venetian blinds (39.0), but less sell stock window units of all kinds.

More Texas dealers sell stock wood screens (85.7) but less sell other kinds of screens—particularly tension metal screens (37.7).

More retailers in Texas handle wiring supplies (37.7) and small electric appliances, but less sell major kitchen and laundry appliances.

More Texas dealers rent floor polishers (44.11) and paint sprayers (5.2) but less furnish sanders

and portable power saws.

More Texas dealers sell metal garage doors (64.9) and wood sliding doors (27.3) but less handle the other kinds of doors, particularly flush doors (87.0) and wood garage doors (71.4).

More Texas dealers handle painting accessories (81.8) and "custom mix" paint (39.0).

Schaefer Firm Opens

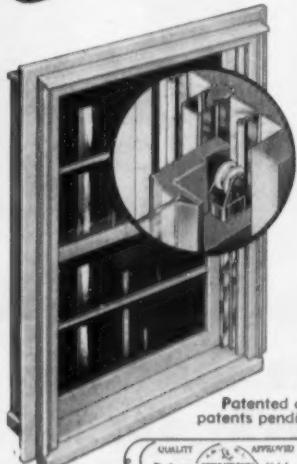
The Schaefer Sash and Door Co. began supplying dealers with sash, doors, and stock millwork from its warehouse at 667 Greenwood Avenue, N. E., in Atlanta, Ga., last month. Owners are Dave Schaefer and his brother, F. O. Schaefer, of Memphis, Tenn. Dave is president and general manager, and Osborne is vice-president.

Dave Schaefer is well known in the Atlanta area, having opened the Georgia branch of Central Woodwork, Inc., in 1948. In 1950 he helped form Central Woodwork, Inc., of Georgia, which he served as vice-president until last December.

Representing the Schaefer Sash and Door Co., Inc., as salesmen calling on dealers throughout Georgia and fringes of the Carolinas and Alabama, are Clark Landers Jr. and Frank Ward.

Huttig

ROLE-LIFT
WINDOW UNIT



THE WINDOW THAT
ROLLS
UP AND DOWN

A New Principle
Eliminates
Weatherstrip Drag
Makes Windows Easy
to Raise

— Plus —
REMOV-A-MATIC
SASH

Which Can Be Easily
Removed and Replaced



Patented and
patents pending.



By Laboratory Test Qualified To Bear
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Conforms With Commercial Standard
CS 190-53

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Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. •
Columbus, Ohio • Jacksonville, Fla. • Louisville, Ky. • Roanoke, Va.
• Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash &
Door Co., Memphis, Tenn. • Nashville, Tenn.

Storey Sells Foolproof Redwood Finishes!

• Liquid Raw-Hide Redwood Finishes preserve the natural color and beauty of Redwood Siding and Panelling. We are exclusive distributors of this guaranteed product from California.

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Solid or pool Cars at through - car prices — or small lots direct from our Winston-Salem warehouse.

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Loxscreen is the only tension screen with patented 2-way-pull Spring Latch. Once set, they maintain permanent tension side-to-side and top to bottom.

Only Loxscreen has 2-way length adjustment. Extra folds of screening, finger tip controlled floating bar assure perfect closure because they allow for normal window frame variations.

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With a minimum Loxscreen stock in minimum storage space, you can supply both new construction market and huge screen replacement demand. Attractive selling price.



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low cost storage space with EZ-Way Folding Stairways • increase sales—show your customers the advantages of this inexpensive storage space



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Sturdily built, modern in appearance. EZ-Way features touch-control, balanced spring action. Close study of EZ-Way Folding Stairway features will prove to you the way to best please your customers on auxiliary, low cost storage space.

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Aluminum Screens

Every PART FITS

- Easily
- Economically
- Smoothly

Channel, inserts, lock handles, corner inserts are engineered for utmost simplicity and long, hard wear. This RIGID screen is easily fabricated. Specially designed cut-off saw at low cost, wire roller and mallet are all the tools necessary.

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make
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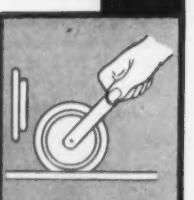
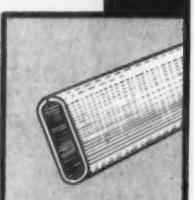
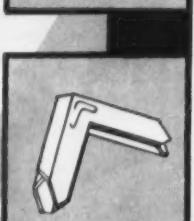
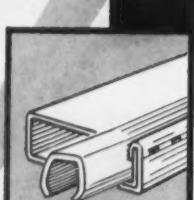
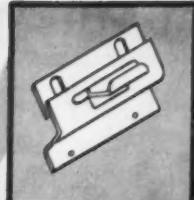
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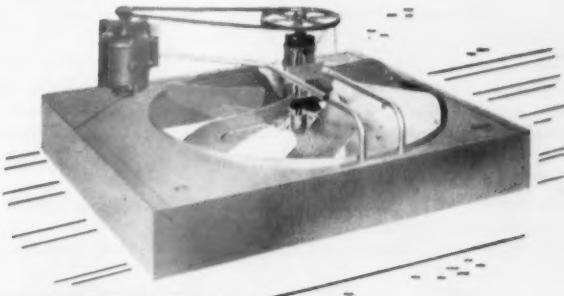
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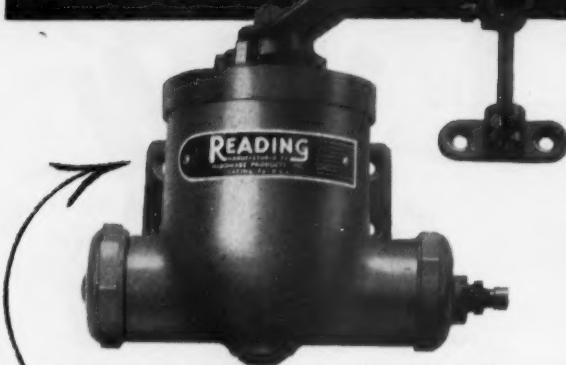
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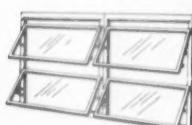
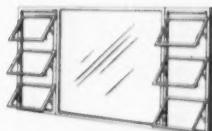
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